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## The Party and the Balts: Allies, for Now

By Philip Taubman  
New York Times Service

MOSCOW — A sense of euphoria has swept through the Soviet Baltic republics of Estonia, Latvia, and Lithuania in recent weeks as the Communist authorities have seemed not only to acquiesce but also to collaborate in the independent political movements that have sprung up in those formerly independent states.

To many in these once seemingly down-trodden republics, the hope has apparently arisen that the very same Communist Party, which in former times had seemed determined in Russia to the region, now might aid them in their movements' minimum goal of creating as much autonomy as possible from Moscow, and, at the maximum, of becoming independent of the Soviet Union.

But there also is a sense that the harmony that seems to exist at the moment between the party and the independent groups may only be a veneer and that inevitably there will be a clash in which the hopes for more independence may be crushingly disappointed.

What is most puzzling, however, is why the Politburo in Moscow has seemed so willing to go along with the movement, which can only weaken its overall control in the Baltic republics, all of which were forcibly absorbed by the Soviet Union early in World War II.

The reason the question is important is that the Soviet Union is a nation of many different ethnic groupings, which have been put under Moscow's control. In the past, any rumblings of independence had been put down severely because it was

### NEWS ANALYSIS

felt that if one nationality group was given its way, others would soon pressure for change. Even in the days of the czars, Russian forces had to deal with local revolts in the Caucasus and in Central Asia.

Now, 71 years after the Bolsheviks seized power, there is trouble for Moscow not only in the Baltics, but also in the three Caucasian republics of Georgia, Armenia, and Azerbaijan. And there is always concern here about anti-Russian sentiments in the Central Asian republics of Kazakhstan and Uzbekistan.

But surprisingly, and going against all the traditions of the past, a veneer of harmony has developed between the independence movements in the Baltic republics and the Communist Party.

But despite this, there is a sense that the

two forces seem destined to collide, possibly in violence. And if that happens, it almost certainly will mean defeat for the aspiration of independence that lies at the core of the grass-roots organizations.

Whatever may happen in the future, however, the independence movements have served as an example of unexpected flexibility in the Soviet system, an image of hope to those inside and outside the Soviet Union who support the process of political change begun by President Mikhail S. Gorbachev.

Moscow has apparently told the party leadership in each republic to allow the movements to develop in order to build up support for Mr. Gorbachev's policies by appearing to be responsive to the local movements.

In this way, the party seems to believe it will gain more credibility with the groups and some influence over their decisions.

What is ironic is that the Communist Party, which prides itself on being able to organize masses, appears unfamiliar with the power of grass-roots public activity.

This, in turn, may also have led it to underestimate the strength of the Baltic movements and their ability, almost overnight, to build

See BALTIC, Page 2

## As Glasnost Goes on Maneuvers, Doubts Persist

By Bernard E. Trainor  
New York Times Service

WITSTOCK, East Germany — Senior Soviet military officers are trying to live up to President Mikhail S. Gorbachev's policy of greater openness as Western military observers attend weeklong Warsaw Pact maneuvers in East Germany.

Officers from both sides agree that the new openness has already done much to reduce mutual suspicion and increase understanding of the security concerns of each side.

But 40 years of suspicion are not easily eliminated. Some Western observers note that the equipment in the exercise is not the

latest being used by Soviet forces. Officers also said some of the air and ground tactics appeared unrealistic and more for show than as an example of Soviet tactics.

Military observers from 17 countries, including those of the North Atlantic Treaty Organization, are in East Germany watching Soviet and East German armored units of the Warsaw Pact on maneuvers.

American, British, French and other officers scramble over tanks, take photographs of battle maps and talk to soldiers with red stars on their helmets.

A few years ago such things would have been unthinkable.

Under an agreement known as the Stockholm Document, signed in 1986, 35 nations, including the United States and the Soviet Union, last year began allowing signatory nations to observe each other's maneuvers.

The move is aimed at assuring both NATO and the Warsaw Pact that neither side could launch a large-scale attack under the pretense of peace-time maneuvers.

To date each side has opened up its maneuvers to observers more than a dozen times. A month ago Soviet and East German officers

See GAMES, Page 2



Philippine soldiers rescuing a family trapped on the roof of its Manila home by floods on Tuesday.

## Ferryboat With 500 Is Sunk

### Philippines Vessel Lashed by Storm Sweeping Islands

By Seth Mydans  
New York Times Service

MANILA — An interisland ferry carrying an estimated 500 persons sank Monday during a typhoon, but there was no complete report on casualties, the Philippines Coast Guard said Tuesday.

Up to 30 people had been reported rescued as the storm continued and a Coast Guard official said others might have reached safety on several small islands nearby.

The disaster occurred as the typhoon, designated Ruby, swept through the Philippines, bringing high winds and flash floods that reportedly killed 70 or more people and left 50,000 homeless.

The 2,855-ton Dona Marilyn, which sent a distress signal shortly before sinking in rough seas, was a sister ship of the Dona Paz, which sank in December with the loss of an estimated 3,000 lives in the worst peacetime sea disaster.

A spokesman for the ship's owners, Sulphic Lines, said the Dona Marilyn was carrying 412 passengers and 60 crew, but it is common for the aging ferries that link the Philippines' 7,000 islands to carry many unregistered passengers.

The Dona Paz was estimated to have sunk with double the number of passengers for which it was licensed.

Captain Samuel Cortez, the Coast Guard's district commander for the central Philippines, said the Dona Marilyn sank at the height of the typhoon about 300 miles (486 kilometers) southeast of Manila on a run from the capital to the island of Leyte.

The typhoon, the 17th to hit the Philippines this year, caused the deaths of 35 people when their bus was blown off a wooden bridge in the central province of Antique, the military said.

The Red Cross said at least 11 persons died and 25 were missing in floods at Cagayan de Oro on Mindanao island.

Among those drowned were a family of five whose shanty was swept away during the night. "They were apparently all sleeping," said the city administrator, Bob Roa. "Suddenly, their house was gone and they were gone."

A presidential spokesman said the worst flooding was in Manila, where high waters drove 6,000 families from their homes.

The mayor of the Marikina section of Manila said 11 persons, including several children, drowned. Helicopters plucked survivors from trees and rooftops.

Electricity and telephone lines were blown down and cars were submerged in parts of Manila, and for long periods the capital, like other towns and cities throughout the country, was plunged into darkness.

Domestic flights were canceled Tuesday, schools were closed, stock trading was suspended and most offices, banks and foreign embassies were shut. Officials said schools were being used to house the homeless.

The storm hit Clark Air Base in Pampanga, home of the U.S. 13th Air Wing, downing trees and forcing base workers to move jet planes to shelter, a spokesman there said.

Captain Cortez said a cargo ship rescued eight passengers from the Dona Marilyn on Marikina island near Leyte and that "ships are now scouring the area for other possible survivors."

"We have to pick them up from several small islands," he said. "I just don't know the number yet."

The chances of finding survivors appeared to be higher than in the Dona Paz disaster. That ferry collided with a small oil tanker and

See DEAL, Page 2

See STORM, Page 2

## 2 Candidates Strive to Shed Elitist Image

By E.J. Dionne Jr.  
New York Times Service

WASHINGTON — As a rule, Americans do not like the idea of elites and look upon their society as a place where all people are created equal.

That, in the view of many politicians, academics and voters; is one major reason why the electorate does not seem to like the choice between Vice President George Bush and Governor Michael S. Dukakis very much.

They see in Mr. Bush a representative of an old family elite and a defender of the wealthier segments of society. They see Mr. Dukakis representing an educated elite associated with the word "Harvard."

What is striking about the 1988 campaign so far is that Mr. Bush has been far more successful than Mr. Dukakis in painting himself as the anti-elitist candidate, the one who is really in touch with what the vice president calls "the mainstream of American life."

Mr. Bush has managed to de-emphasize his elite background by stressing issues and values that he believes he shares with most Americans: that criminals should be punished severely, taxes should be kept low and schoolchildren should be required to pledge allegiance to the nation's flag.

By setting Mr. Dukakis up as the candidate who is distant from the concerns of the average American

in his "liberal" views, said Geoff Gartin, a Democratic poll taker, Mr. Bush "has simply given voters so many other things to think about Michael Dukakis that Bush's elitism receded into the background."

The Democrats fought hard at their national convention to portray Mr. Bush as the representative of a kind of aristocracy.

"He is a man who was born on third base and thinks he hit a triple," said Jim Hightower, a Texas politician who is a master of populist oratory. Ann Richards, the Texas state treasurer, said Mr. Bush was "born with a silver foot in his mouth."

But Mr. Dukakis has been unable to keep that perception alive,

while many voters seem to think of the Democrat as the one who represents an elite distant from the electorate.

"He's a Harvard man and he's a slick talker," said William Schuman, a 69-year-old retired supervisor at Nabisco. Interviewed several weeks ago in Middletown Township, Pennsylvania, "I prefer Bush. He's a little more down to earth."

The notion that Mr. Bush, the prep-school and Yale-educated son of a U.S. senator, is more "down to earth" comes as surprising and disappointing news to many Democrats, who note that Mr. Dukakis attended Swarth-

See VOTE, Page 3

### Kiosk

#### Iran and Iraq Set New Talks

UNITED NATIONS, New York (Reuters) — Iran and Iraq will resume their peace talks in Geneva on Monday, Secretary-General Javier Pérez de Cuellar said Tuesday.

Mr. Pérez de Cuellar said he would take part in the talks with the foreign ministers. Mr. Pérez de Cuellar said that "both sides appear ready to show their good will," by proceeding with some repatriation of prisoners.

#### 22 Die in Peru Crash

LIMA (Reuters) — Twenty-two persons died Tuesday and 37 were seriously injured when a Fokker F-28 of Aeroperu airlines with 69 persons aboard crashed in the Andes after takeoff from Juliaca, near the Bolivian border. One person was missing.

#### U.S. to Unveil B-2

WASHINGTON (Reuters) — The B-2 Stealth bomber, designed to strike inside the Soviet Union while avoiding radar detection, will be unveiled in California on Nov. 22, the Defense Department said Tuesday. A spokesman said the craft would be shown from a distance. The B-2 has been called a "flying wing," and is estimated to cost more than \$450 million a plane.



President Chadli Bendjedid of Algeria ruled out the establishment of opposition political parties. Page 7.

#### General News

Plans for talks between the Polish government and Solidarity appeared near a breakdown. Page 7.

Jewish groups assail the award of a religion prize to a Moslem leader. Page 6.

#### Business/Finance

The British government ordered an antitrust investigation into the bid for Consolidated Gold Fields. Page 9.

U.S. durable goods orders fell in September. Page 9.

Dow Jones	1,788
The Dollar	1.752
DM	1.752
Pounds	1.752
Yen	128.775
FF	6.115

## Debt of U.S. Overstated, Study Finds

New York Times Service

WASHINGTON — The United States is not quite the international pauper that it seems, according to a study prepared for the Pentagon.

The study takes the Commerce Department to task for undervaluing American holdings, including real estate, in scores of countries.

At the end of 1986, when official Commerce Department figures showed the United States was \$264 billion in debt, it actually was a creditor by about \$50 billion, according to calculations made in the study by Rand Corp.

"To be sure, the overall trend in recent years is downward," said Sarah Hooker, author of the study, "but it needs to be kept in perspective."

The department measures the direct investment by the United States and other countries at original cost rather than current worth. The understating of U.S. assets occurs because much of the foreign investment in the United States has taken place in recent years, while the bulk of U.S. investment abroad dates from the 1960s and early 1970s, when lower costs prevailed.



KOHL MEETS SAKHAROV — Helmut Kohl, left, the West German leader, and his wife, Helmi, meeting with Andrei D. Sakharov on rights issues. Mr. Kohl also met again with Mikhail Gorbachev and expressed optimism about cooperation between their countries. Page 7.

## Stockholm Decides the Chicken (and Its Rights) Come Before the Egg

By Steve Lohr  
New York Times Service

STOCKHOLM — The Swedish welfare state, long renowned for its generosity and scope, is extending its reach to a new frontier: the barnyard.

In the last few months, Sweden has begun putting in place a rights program for farm animals that may be the most stringent in the world. Under an animal-welfare law enacted in July, cattle, pigs, and chickens are being freed from the restrictions of so-called factory-farming methods.

Besides the inherent concerns about humane treatment of animals and food quality in this liberal Scandinavian society, the legislation reflects the extraordinary political clout in Sweden of an 81-year-old writer, Astrid Lindgren.

One of the world's most widely read authors of children's books, perhaps best-known as the creator of the character "Pippi Longstocking," Mrs. Lindgren demonstrated the power of the pen in Swedish affairs by writing a series of satirical allegories in leading newspapers, underscoring

the plight of farm animals and fueling the animal-welfare campaign. Swedish cattle have been given grazing rights under the new law.

Pigs can no longer be tethered and must be granted separate bedding and feeding places.

Both cows and pigs, the law states, must have "access to straw and litter."

Chickens must be let out of cramped cages. No drugs or hormones can be used on farm animals, except to treat disease.

Most of the requirements will be phased in over the next few years, but the provision allowing all chickens to range free will be stretched over several years to give farmers time to build more spacious accommodations.

Even when they are being killed, Swedish farm animals have rights. "All slaughtering must be as humane as possible," the act declares.

"Sweden is now the leader in this field," said Madeleine Emmervall, first secretary in the Ministry of Agriculture. "It's the best law internationally — the best for the animals."

For more than a decade, Sweden had a vocal

animal-welfare lobby, yet it tended to focus mainly on curbing the use of animals in scientific experiments.

But in recent years, Mrs. Lindgren has been responsible for making the treatment of farm animals a lively political issue here.

Despite scattered protests that food prices would be higher, the animal rights legislation sailed through Parliament earlier this year all but unopposed.

It began with a story Mrs. Lindgren wrote in September 1985 for Dagens Nyheter, Sweden's largest morning paper, and culminated last summer with a visit by Prime Minister Ingvar Carlsson to her Stockholm home to explain the new law and to assure Mrs. Lindgren that the Social Democratic government was addressing her concerns.

In between, she wrote several stories for Expressen, the largest-circulation evening paper, mostly as grown-up versions of children's tales. For example, one was written from the viewpoint of God, who had "made man to take care of animals."

In the story, God visits Earth after a long absence and is deeply disappointed by what He sees. Mrs. Lindgren's stories used childlike observation to deliver a satirical sting.

She was undaunted by complaints from farmers' groups and food companies. "A lot of people didn't like my articles," she said, "but I went on and on."

Mrs. Lindgren was raised on a farm and she says her commitment to the cause of barnyard animals stems from her childhood recollections. "My father loved his animals," she said. "And we were the animals' friends."

When discussing the issue, Mrs. Lindgren's comments contain the same wry edge as her stories.

For example, she is an supporter of one modern farming practice not mentioned in the new law: artificial insemination. "I've always been a great fan of cows," she said. "And when I was young, a cow was assured of at least one happy day a year. The day she got to visit the bull."

Mrs. Lindgren's track record on public issues is impressive.

The previous time she took up her pen for a cause was shortly before the Swedish general election in 1976.

At the time, Sweden's personal taxes had the effect of confiscating the income of the nation's most successful entrepreneurs, like Mrs. Lindgren. The tax rate on her income for one year was set at 102 percent.

She wrote a couple of satirical tales about a person reduced to begging because of the taxes imposed by a well-intentioned government that went too far.

It was a view that struck a familiar chord with many Swedish voters.

In the 1976 election, the Social Democratic Party, which has ruled Sweden for 50 of the last 56 years, was voted out of office. Swedish political analysts say her writing clearly hurt the Social Democrats that year.

"Astrid Lindgren is a person the Social Democratic Party remembered very well," said Laila Edholm, an Agriculture Ministry official. "That's why this issue was taken so seriously politically."



# Tobacco Industry Fights 2 States' Ballot Measures

By David S. Wilson  
New York Times Service

Two anti-smoking measures on the state voting ballots in California and Oregon have provoked a furious counterattack that reflects the tobacco industry's deepening concern about spreading anti-tobacco sentiment.

Opponents are spending \$12 million on advertising campaigns against the measures, which will be on the ballot in the Nov. 8 elections.

The stakes are so high, both sides agree, because success could be expected to spawn similar proposals elsewhere and send a strong signal that smoking is becoming officially taboo.

"These are cutting-edge states,"

said Jeff Raimundo, a public relations executive who is leading the \$10 million tobacco industry's campaign against California's Proposition 99, which would raise the tax on a pack of cigarettes from 10 cents to 35 cents.

In Oregon, a ballot initiative known as Measure 6 would ban smoking in all indoor public places except bars, tobacco shops and some hotel rooms.

Health officials say the proposal would be the most restrictive anti-smoking measure approved by any state.

Walker Merryman, vice president of The Tobacco Institute, a trade association for cigarette manufacturers, calls the measure "too Orwellian to contemplate. They've gone way too far."

Spokesmen for the tobacco industry said the 25-cent increase provided by the California measure was the biggest cigarette tax increase ever proposed, and predicted that if successful, it would cut cigarette sales by 13 percent in a state that has more smokers than any other.

The battle has grown fierce, with television commercials produced by Roger Ailes, Vice President George Bush's advertising specialist, suggesting that higher cigarette taxes would increase tobacco smuggling by gangs.

Supporters of the tax increase, many of whom have ties to health groups, have denounced the commercials as deceptive, and a number of television and radio stations have broadcast them with disclaim-

ers or have refused to run them at all.

Supporters of the Oregon measure say the state's precedent-setting 1983 policy of requiring designated smoking areas in workplaces has failed to protect nonsmokers. They say that forcing tobacco users to abstain or go outdoors to smoke will reduce tensions between smokers and nonsmokers.

In both states, polls show that the tobacco industry has succeeded in reducing support for the measures by heavily outspending backers on advertising campaigns that have become as much of an issue as the measures themselves.

Attention has centered on a dramatic television commercial being shown in California in which a man identifying himself as an undercover

police officer says raising cigarette taxes "will create major crime" by increasing tobacco smuggling by gangs.

The spot suggests a van load of smuggled cigarette cartons could net gang members over \$13,000 in profits.

"That money could buy 32 pounds of marijuana, enough crack for 1,280 kids, or 185 handguns," says the spokesman, who Mr. Raimundo said is a Los Angeles police desk sergeant who sometimes participates in stakeouts.

John Van de Kamp, the state attorney general, quickly branded the commercials "a scare tactic of the worst and baldest kind."

He said that agents of the state Board of Equalization, not the police, deal with tax evaders and that authorities from other high-tax states indicate no serious trouble with cigarette smuggling.

The Coalition for a Healthy California has raised \$1.1 million to promote Proposition 99.

One of its two television commercials features a smoker who died of smoking-related illness shortly after filming the spot.

The measure has received heavy support from the medical community in California.

Of the proposed tax receipts, 35 percent would go to hospitals and 10 percent to doctors for their treatment of uninsured patients.

Twenty percent of the Proposition 99 tax money would go to educating young people about the dangers of smoking and substance abuse.



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## VOTE: Dukakis and Bush Are Trying to Overcome Their Elitist Image

(Continued from Page 1)

more, not Harvard, as an undergraduate. The Massachusetts governor later was graduated from Harvard Law School, however, and taught at the university's John F. Kennedy School of Government.

Mr. Dukakis's problem is not unusual, said Fred Siegel, a historian at the Cooper Union for the Advancement of Science and Art in New York City. Business elites associated with the Republican Party, he said, have often been more successful in appearing anti-elitist than the academic elites associated with the Democratic Party.

"The business elite at least has to say to the masses," said Mr. Siegel, himself a Democrat who is writing a book on the decline of liberalism. "The academic elite often thinks that it's a mark of honor not to have to meet the masses on equal terms."

This summer, Democrats seemed poised to take advantage of their once traditional role as the defenders of the shot-and-beer set. After the Democratic National Convention in July, The New York

Times-CBS News Poll found that by a 2-to-1 ratio, voters picked the Democrats over the Republicans as the party most likely to protect the interests of the middle class.

But Kevin Phillips, a Republican analyst and a long-time student of anti-elitist politics, said this popular sense was created less by Mr. Dukakis than by such other Democratic candidates as the Reverend Jesse L. Jackson and Representative Richard A. Gephardt of Missouri, who both ran strongly anti-elitist campaigns.

"As soon as Dukakis got to be the nominee, that set of issues got shut up like a clam," said Mr. Phillips, referring to Mr. Jackson's attacks on large corporations and Mr. Gephardt's call for protecting American workers against what he said was unfair foreign competition.

Voters still pick Mr. Dukakis over Mr. Bush as the candidate who "would do more to help the middle class," but by a smaller margin than the Democratic Party scored on the same question earlier in the year.

Mr. Bush turned this around with a conservative populism of his own. But the vice president's brand of campaigning was criticized on Sunday by Mr. Jackson and other Democrats. They accused the Republicans of running a subliminally racist campaign, especially through their focus on the crime issue. Mr. Bush vigorously denied this on Monday.

William Schneider, a Washington-based voting analyst, noted that there has been a long history of conservative populism veering toward racism.

As the campaign enters its final

two weeks, it is Mr. Dukakis who is reaching for an anti-elitist message, with a focus on the economic ills of the middle class. A number of his recent speeches have been written by Robert Shrum, who helped craft Mr. Gephardt's anti-elitist oratory in the Democratic primary campaign.

Either way, some form of opposition to elites will triumph in the 1988 campaign. "I guess you have to see the humor in it," said Richard Viguiera, the conservative direct mail specialist who regularly attacks the elites. "Here you have a Harvard guy and a Yale guy, and they both want to be populists."

## THE HUSTINGS

### Lawyers' Group Criticizes Bush

WASHINGTON (UPI) — Lawyers who led congressional investigations into the Watergate and Iran-contra affairs criticized Vice President George Bush on Tuesday for not answering questions they posed about changes aimed at preventing such scandals.

Sam Dash, chief counsel to the 1974 Senate Watergate Committee, said the Republican presidential candidate does not deserve to be in the White House if he will not state his stand on changes to curb abuses of government power.

Michael S. Dukakis, the Democratic presidential nominee, responded to the questions, and supported extension of the independent prosecutor law, strong oversight of intelligence agencies and limits on National Security Council activities.

The questions were put to Mr. Bush and Mr. Dukakis in a survey prepared by the private Special Committee for Iran-Contra and Watergate Reform — a group of lawyers who worked on those two investigations.

A spokesman for the group said that despite assurances from the Bush campaign that the survey would be answered, no response was received.

Later, a Bush campaign spokesman, Mark Goodin, said a decision probably was made not to answer the questions for fear they would be used for partisan purposes.

The Senate Watergate Committee investigated the 1972 break-in of the Democratic Party offices at the Watergate complex, the subsequent cover-up and the involvement of President Richard Nixon. The House and Senate Iran-contra committees spent 1987 investigating the U.S. arms sales to Iran and the diversion of sales profits to the Nicaraguan contra rebels.

### Where They Are On Energy Policy

WASHINGTON (AP) — Michael S. Dukakis and George Bush both oppose oil import fees to help the depressed U.S. oil industry, one of the few areas of energy policy on which the presidential candidates agree.

Among the differences: • Mr. Bush favors exploration of the Arctic National Wildlife Refuge in Alaska, a good drilling prospect. Mr. Dukakis opposes it.

• Mr. Dukakis would keep motor vehicle mileage standards but opposes standards that "directly cause a major penalty to the U.S. economy." Mr. Bush would drop the standards.

Some similarities: • Both candidates favor tax incentives to encourage domestic oil production and oppose new tariffs, sometimes called "import fees."

• Both oppose other energy tax

es, such as higher gasoline taxes or a levy on the carbon content of fuels.

• Both expect and favor major growth in natural gas as an energy source.

Some shadings: • Mr. Bush believes in nuclear power but recognizes "it does have a problem of public confidence and safety." Mr. Dukakis believes "we cannot even begin to consider promoting nuclear power as part of our energy mix" without a new generation of safer reactors, a solution to the waste disposal problem and stronger safety oversight.

### Nebraska Senator Is the Underdog

OMAHA, Nebraska (NYT) — As the incumbent, Senator David K. Karnes of Nebraska ought to have some important advantages in the contest to retain his seat.

As a Republican, he ought to have even more, since Republicans outnumber Democrats in the state.

Yet, as the race draws toward its end, it is Mr. Karnes who remains the underdog, his campaign straining in pursuit of his Democratic rival, former Governor Bob Kerrey.

Mr. Karnes was a little-known Omaha businessman 20 months ago when he was appointed to the Senate by Governor Kay A. Orr to fill a vacancy left by the death of Edward Zorinsky, a Democrat.

In the only debate between the two men, Mr. Karnes made the kind of political gaffe that even his own staff described as "a doozie," declaring that Nebraska had "too many farmers."

### Bentzen's Office Target Of Homeless Activists

WASHINGTON (AP) — About two-dozen demonstrators held a sit-in Tuesday in the office of Senator Lloyd Bentzen, the Democratic vice presidential candidate, as homeless activists pushed demands for \$25 billion in federal aid.

Bentzen aides declined to call police to remove the peaceable demonstrators, most of whom appeared to be in their midteens.

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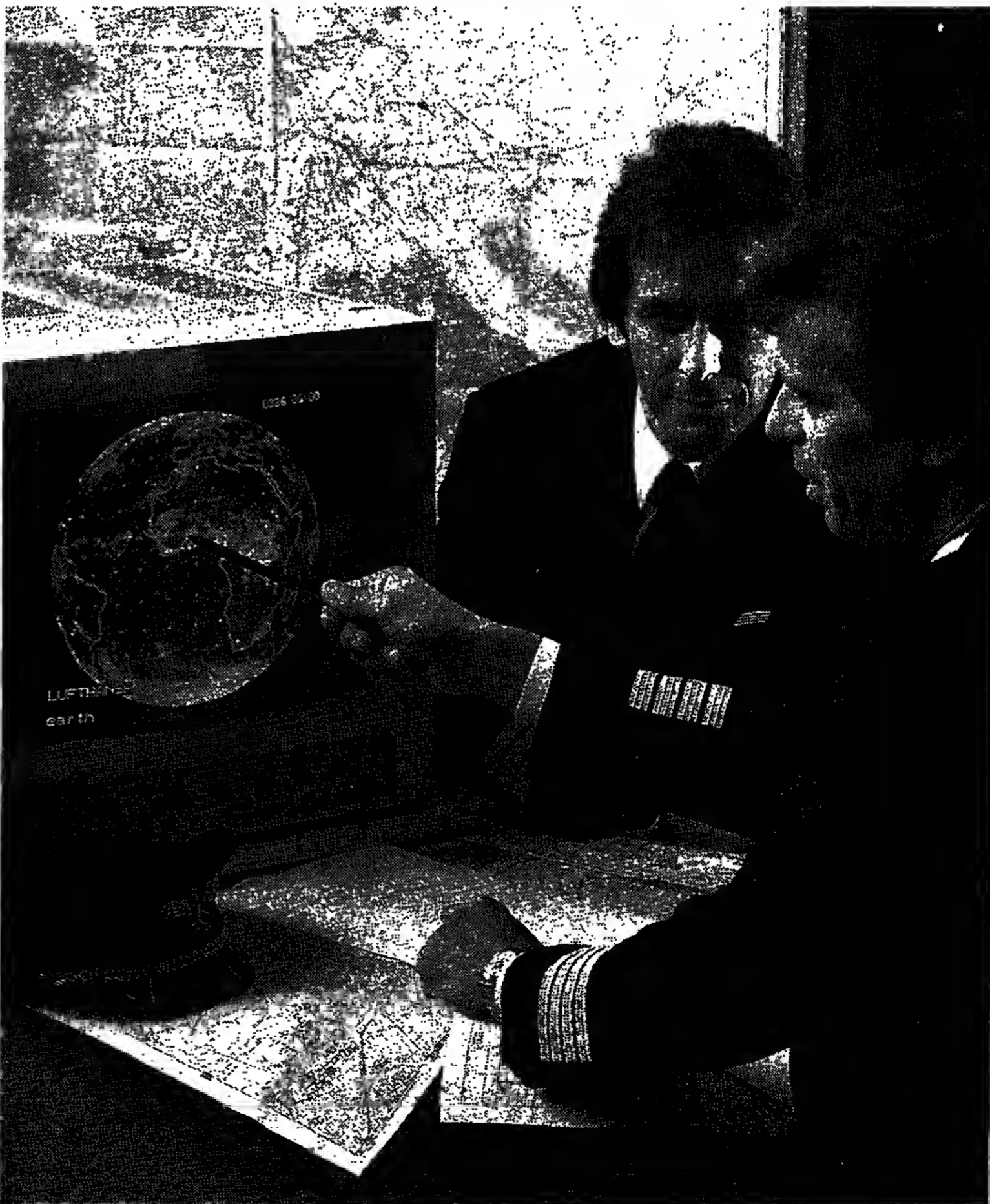
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## Our forecast calls for happy landings.



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Herald Tribune

A Loan With a Message

Large loans from one government to another always carry political messages. When the United States announced last week that it would lend up to \$3.5 billion to Mexico, it intended first of all to signal support for the great changes under way in the Mexican economy.

Change in the Baltic

A year ago, a Lithuanian, Latvian or Estonian citizen who displayed his national flag might have earned 10 months in Siberia. The official myth persisted that the Baltic peoples had outgrown bourgeois nationalism and had become contented citizens of Soviet republics.

Pawns in Nicaragua

A terrible hurricane swept through Central America last weekend, hitting Nicaragua hardest and prompting the thought in many quarters that this was literally a heaven-sent opportunity to put politics aside and allow humanitarian instincts to guide relief.

Other Comment

Gorbachev Will Need Help
It would, of course, be inexcusable for the West to rain trouble on the Soviet Union, while the refurbishing of the Russian military machine proceeded apace.

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The Campaigners Are Ignoring a Changing World

By David Ignatius and Michael Getler
This is the first of two articles.

WASHINGTON — When George Bush or Michael Dukakis takes office next January, he will have the greatest opportunity of any American president since Harry Truman to redraw the world's diplomatic map.

may wake up one morning to a world in which the guns of war have been silenced. But if military conflict is receding, economic warfare seems to be on the rise.

in the saddle. No Communist state has yet been able to get over the wall that stands in the way of true reform. No Communist leader has yet been willing to provide the degree of democracy necessary, and to take the crucial economic steps, such as price reform, that would make his economy and its products truly competitive in the global marketplace.

Third World Poverty: Help the People to Help Themselves

By Idriss Jazairi
The writer is president of the International Fund for Agricultural Development.

ROME — As the World Bank begins the latest debt relief program for Third World governments, it is time for the international community to reassess the condition of people living under these governments.

industrialized countries promised to reduce by a third the debt owed by the poorest countries. Officials of the World Bank and the IMF recognized the importance of increasing North-South capital flows and encouraged "income-generating activities and investments in human resources, which reinforce the positive impact of growth on poverty reduction."

is to help people realize their potential as end users, not just as inputs to generate economic growth. Far too often, development organizations have approached poverty alleviation as a welfare problem or as an add-on to a broader program aimed at promoting growth.

Middle East: If Uninvited, the Syrian Will Invite Himself In

By John K. Cooley

LONDON — The leaders of four Arab entities — Egypt, Jordan, Iraq and the PLO — have been playing a hard game of poker.

Iraq, President Hosni Mubarak of Egypt and Chairman Yasser Arafat of the Palestine Liberation Organization should all have been mindful of the absence of another major player: President Hafez Assad of Syria.

enforced by U.S. emergency airlifts, rolled back the Assad offensive aimed at retaking the Golan Heights, while Egypt's forces stayed put in the Sinai. At that time, Mr. Sadat was busy dealing with Mr. Kissinger to get Washington irrevocably involved in what came to be called the "peace process."

KGB Veteran as Reformer of Laws?

By I. F. Stone

WASHINGTON — With Moscow mounting a new effort to rejoin the World Psychiatric Association, a passage in a Pravda interview on Sept. 2 with Victor M. Chebrikov, then the head of the KGB, deserves close attention.

ized by immunity to consumerism, cynicism, egotism or indifference. They can contribute to the "widening of democracy and glasnost" if they do not forget the political and lofty humanistic nature of their work. He gave figures on how many fell victim themselves to "unjustified repression."

1888: Queen Says No
BUCHAREST — According to a statement published in the Independence, Queen Natalie, on being apprised by the Metropolitan Theodosius that he had dissolved the Union between herself and King Milan of Serbia, telegraphed to that effect: "A marriage contracted in accordance with laws of our holy Orthodox Church cannot be dissolved by a communication published in the official journal. Take note that I consider your decision as null and void."

1938: Cabinet Resigns
MADRID — Following the rejection by the Senate of a motion of confidence in the Government, Conde de

Making Me Can Belittle



OPINION

Making Much of the Polls Can Belittle the Election

By A. M. Rosenthal

NEW YORK — The best thing that could happen to American journalism might be for Michael Dukakis to win the election.

The next day all of us who earn our livings in the print or electronic press would have to sit around clutching our heads and try to figure out where we went wrong. Polling techniques would be dissected statistically by statistic. And the press would also have to dissect something even more complicated and fundamental — its own judgments and values.

But suppose George Bush wins, as the polls carried out by newspapers and television networks say he will. The ethical and professional problems that confront American journalism may be seared over for a while, but they will be all the more important.

ON MY MIND

Not very long ago, Americans were unhappy just because the results of an election were announced on television before the booths were closed. Now the most interesting part of this dreary campaign is that almost four weeks before Americans were to get a chance to vote, they were told it was all over.

One or two specialists, like Daniel Yankelovich, hollered hold on, there are a lot of undecideds and they need to make up their minds late — so at least wait until a few days before the election to announce the winner. But the press played the poll predictions bigger and earlier than in any other campaign. The coming Bush victory was the major item on television broadcasts and was repeated throughout the day. It was high front-page news in the papers, time and again.

Folling techniques have improved substantially over the years. But they still deal essentially with a most peculiar kind of story — news that has not yet happened and conceivably never will. Every political journalist still has "Dewey Defeats Truman" in his memory.

But the real issue is not the accuracy of the polls but whether or not the press should take into account the impact that sweeping predictions, played big, may have on a national election. If we know, or believe, that prominent predictions of victory are likely to influence the campaign, making it harder for the underdog to catch up, should that affect the judgment of the press on how to play them?

It is part of the most critical ethical problem most journalists face: Should we worry about the social impact of the news or just report it, shooting the missile up and letting it fall? If we worried about the social results of every story, wouldn't we constantly become our own censors?

Most journalists, including this one, believe that reporting the news as fully and quickly as possible is itself an important benefit to the country and that our job is to spread the word and generally let society sort out the results.

Still, the same journalists do care enough to withhold names of juvenile criminals and rape victims, the addresses of people who would be harassed, the identities of intelligence or undercover agents, and troopship movements. Only fanatics are absolutists.

Every election time there are grumbles about the polls, and somebody says there ought to be a law, damn it. Happily, it would be unconstitutional to regulate poll reporting. The price of a free press is reading things you would rather not see printed.

But it is not unconstitutional for newspapers and television networks to use judgment — that is what they get paid for. News does not exist in a pristine state but is reflected through the professional judgment and values of those who present it — this story is worth a thousand words, and that one 50. It's the job of the reader or viewer to know whose judgment to trust.

Every journalist knows that a story on the front page or its television equivalent can interest a whole country, but that the same story, inside, often has no impact at all. And we all know that some big news stories would not even exist if we did not create and publicize them — like polls.

There may be journalists who believe that the heavy emphasis given to the predictions of a Bush victory has had no bandwagon effect; I just don't know any. That is why if Mr. Bush wins, we can't just say we told you so. We will have to ask ourselves if we told you so too loud, too often, too early.

The law cannot give an answer. And while journalists should talk about it together, they should not try to act together by drawing up codes that legislators and judges can use to try to regulate them.

It has to be left down to each editor, publisher, reporter and anchorman thinking things through and making separate decisions next time around. That's fine — "repaying constitutional freedom through individual responsibility" is what it used to be called in civics class.

Neither Mr. Dukakis nor Mr. Bush has said what he would do to gain the support of us on these issues.

Once again, our opponents are busy spreading disinformation.

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release of the American hostages in Lebanon. Mr. Bush has assailed "liberals" and stressed U.S. military might. At least President Jimmy Carter tried to get hostages out through action, not talk. The U.S. military buildup over the last eight years has done nothing for these forgotten ones.

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'Send all the dresses back? I can't keep just ONE?'

LETTERS TO THE EDITOR

The Republicans Condemn Carter and Enlist Brzezinski

William Curran's remarks are humbug. ("Reasons to Prefer Bush," Letters, Oct. 20.) On three occasions in London, Republicans have made the debating point that their candidate is running against the foreign policy of the Jimmy Carter years. Now they trot out Zbigniew Brzezinski, one of the architects of Mr. Carter's foreign policy, as a Democratic deserter. This is a bit like Old Father William standing on his head once he's discovered he has no brain.

On economic and fiscal policy alike, how does Mr. Curran know what Michael Dukakis would or would not veto as president? Is he privy to information the rest of us don't have?

On the bill to terminate the overseas tax exclusion, Senator William Proxmire has been trying to get this one passed for years and has never succeeded. The Senate Finance Committee, chaired by Senator Lloyd Bentsen, refused to hold hearings on Mr. Proxmire's bill. This session of Congress ended on Oct. 21. Mr. Proxmire retires at the end of this year. The bill has no chance of passing; it is automatically finished.

Democrats overseas have worked for years for fair tax treatment, better citizenship laws, Social Security and medicare benefits for Americans living abroad. Mr. Dukakis has pledged his support to us on these issues.

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Quayle, "You're No Jack Kennedy." The problem is, he didn't go far enough: None of this year's candidates is.

JOAN LOYKOVITCH, Paris.

An Australian in Tripoli

In a report from Tripoli, Jennifer Parmelee referred to a mock trial of President Reagan by a group "composed of leftists from Central and South America." ("In Libya's Discreet Hotel Kabir, Revolution Is the In Thing," Sept. 29.)

As well as extreme leftists, those present included members of the extreme right, at least one of whom is an Australian associated with the Institute of Historical Review, a California-based body which denies the mass extermination of European Jewry by the Nazis. Patronage of this kind says a lot about the underlying anti-Jewish racial prejudice that motivates much of Libyan activity.

NICOLE GERSHORE, Melbourne.

Scruples at the CIA

Regarding "Turner Links Bush With Noriega" (The Hustings, Oct. 1): Stansfield Turner claims that during his tenure as director of the Central Intelligence Agency he refused to deal with "unscrupulous characters" such as the Panamanian leader, General Manuel Antonio Noriega. Perhaps if Admiral Turner had been less fastidious in his choice of CIA contacts, the United States might have been spared the consequences of intelligence failures in Iran, Nicaragua and Afghanistan during the Carter administration.

ROBERT M. KELLEY, Dhahran, Saudi Arabia.

Yet Quayle Survived

Three cheers for Dan Quayle, who showed the mettle to stand on the same debate platform with a senior opponent and do quite well indeed, despite the harassment of the worst media inquisition in campaign history.

S. JOHN CHRISTOPHER, Voorburg, Netherlands.

Anti-Immigrant Echoes

Half of a brief report ("Belgian Coalition Intact After Voting," Oct. 11) was devoted to the controversy surrounding a French-speaking mayor whose refusal to prove he could speak Dutch brought down the government. You overlooked the rise in Flanders of the ultraright racist "Vlaams Blok," which campaigns against immigrants. This recalls what my grandfather, who also came as an immigrant, could have read on the walls of Antwerp in the late 1930s. Later he was murdered with his wife in Auschwitz.

S. FISCHLER, Antwerp, Belgium.

It Wouldn't Be Halloween If the Eyeholes Lined Up

By Dave Barry

MIAMI — I love Halloween. And not just because it gives us a chance to buy a new mailbox. No, what I love most is the fun of opening our front door and hearing a group of costumed youngsters happily shout the traditional Halloween greeting: "Nothing!"

At least that's what traditionally happens. The youngsters just stand there, nonthreatening as to make Mr. Rogers sound like Darth Vader. "How about some NICE CANDY in its ORIGINAL PACKAGING that you can clearly see when I hold it up to the porch light here has NOT BEEN TAMPERED WITH?"

Alerted by the sound of my voice, the licensed characters start lurching blindly toward me, thrusting out trick-or-treat bags already containing enough chocolate to meet the nation's pimple needs well into the next century.

Of course, there is more to Halloween than massive carbohydrate overdoses. There is also the tradition of bitching about pumpkin prices, a tradition that my wife and I enjoy engaging in each year after paying as much as \$20 for a dense, inedible fruit so that some pumpkin rancher can put a new Jacuzzi in his Lezer jet. This is followed by the tradition of scooping the insides, or, technically, the "goop," out of the pumpkin, a chore that always falls to me because both my wife and son refuse to do it, and not without reason, what with the alarming increase in pumpkin-transmitted diseases. (Get the facts! Call the American Pumpkin Council! Don't mention my name!)

But I consider the risk of permanent disfigurement to be a small price to pay for the excitement that comes when I finally finish carving Mr. Jack O'Lantern and put him out on the front porch, there to provide hours of pleasure for the trick-or-treating youngsters except that (a) they can't see and (b) Mr. Jack O'Lantern immediately gets his face kicked into mush by older youngsters playing pranks.

Pranks, defined as "activities which struck you as truly hilarious when you were a teen-ager but which now that you are a property owner make you wish you had a high-voltage fence," are another ancient Halloween tradition. The first Halloween prank ever, played by a group of Druid teen-agers, was Stonehenge ("HEY! You kids, GET THOSE ROCKS OFF MY LAWN!!").

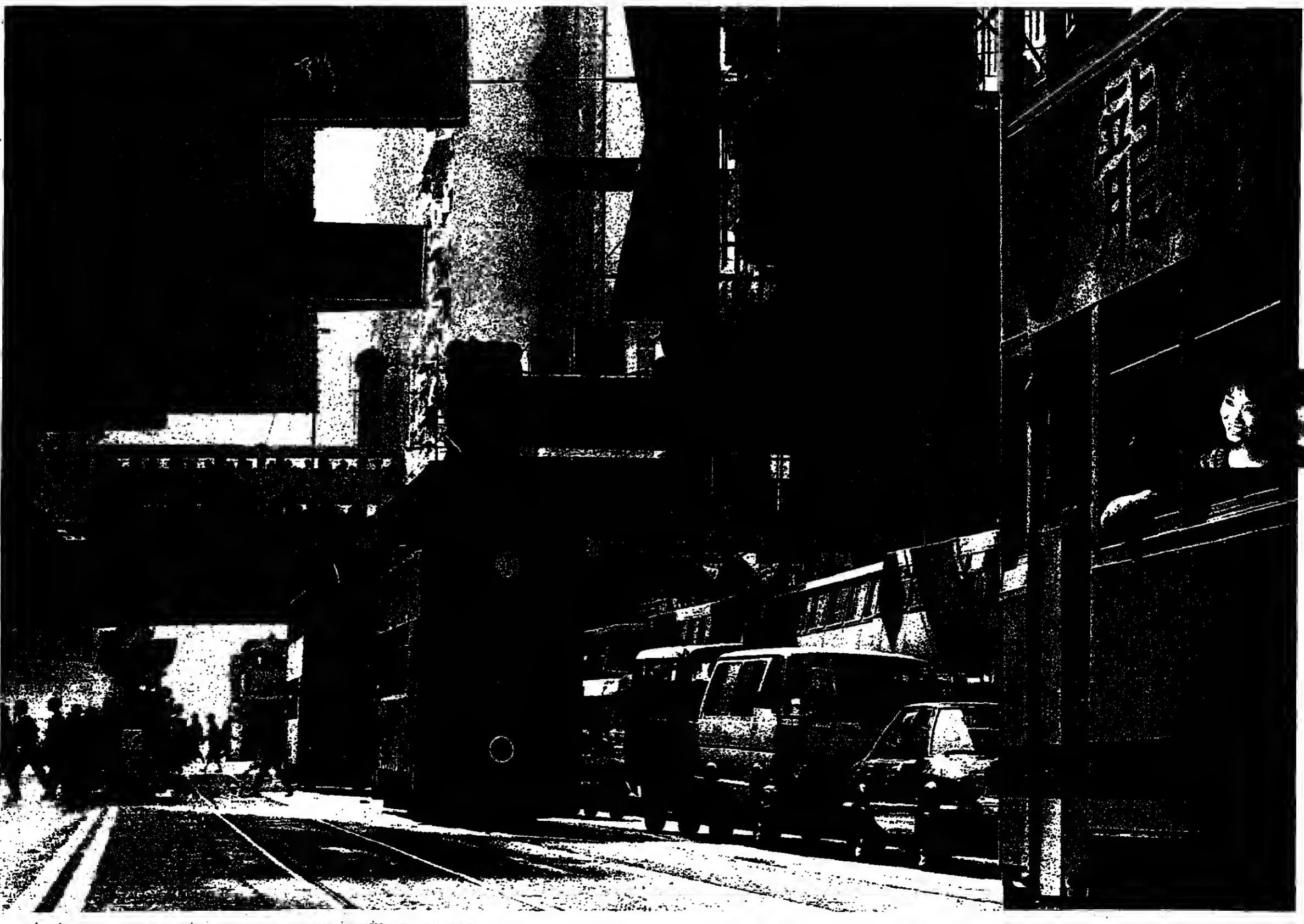
I can't really complain about the pranks, because as a youth I played several thousand myself. In fact, I figure there must be a God of Prank Justice, who keeps track of everything we do when we're young and then uses Halloween to settle the score. ("O.K., that's his 14th mailbox. He has 57 to go.") Vastly enjoying this spectacle, I bet, are the ghosts of all my former victims. Assuming they can see through their eyeholes.

Knights-Ridder Newspapers.

So I understand why good old Dad has to be there, but he makes me nervous. I can feel him watching me suspiciously from somewhere out there, and I think to myself: What if he's armed? This is a reasonable concern, because I live in South Florida, where *man* are armed. So I am very careful about the way I hand out treats.

"Well, boys or perhaps girls!" I say to the licensed characters, in a voice so

Letters intended for publication should be addressed "Letters to the Editor" and contain the writer's signature, name and full address. Letters should be brief and are subject to editing. We cannot be responsible for the return of unsolicited manuscripts.



SUMMER IN THE CITY, AND IT'S REALLY COOKING. JUST GETTING ACROSS TOWN IS A STRUGGLE. AT LEAST GETTING AWAY WILL BE A BREEZE. I CAN'T WAIT — SINGAPORE AIRLINES BUSINESS CLASS.

ing World... Help Themselves... Invite Himself... AND 50 YEARS... 1988: Hank...

# Templeton Award Is Assailed by Jews

## Moslem Recipient of Religion Prize Is Accused of Anti-Semitic Activity

By Barry James  
*International Herald Tribune*  
PARIS — Jewish organizations in London and New York on Tuesday strongly protested the award of a lucrative religion prize to a Moslem leader whom they accuse of being anti-Semitic.

The £20,000 (\$385,000) Templeton Prize for Progress in Religion was awarded without publicity nearly a month ago in Melbourne to Inamullah Khan, secretary-general of the World Muslim Congress, based in Karachi, Pakistan.

The award had earlier been postponed after allegations were made in March that Mr. Khan had been involved in the dissemination of racist and anti-Semitic propaganda.

The prize was awarded for Mr. Khan's "tireless work as a coordinator for peace between Moslems, Christians and Jews."

But his organization has resisted attempts to achieve peace between Israel and the Arab countries and demands the expulsion from Israel of what it calls "usurping Zionists."

"We find it shocking that the foundation went ahead with this award," Abraham M. Foxman, director of the Anti-Defamation League of B'nai B'rith, said in a telegram to Sir John Templeton, president of the Bahamas-based foundation.

Mr. Foxman said that by dispensing with the public award ceremony, which is held annually in London, Sir John had "bestowed the award in a less public setting in Australia, giving every appearance of your awareness of the possible resulting negative publicity."

"We are deeply troubled," he said, "not only by your decision to honor an unworthy recipient with this once-respected award, but also by the manner in which you implemented that decision."

Past recipients of the prize, which carries the world's highest cash award, have included the Reverend Billy Graham, Alexander I. Solzhenitsyn and Mother Teresa.

In Nassau, the Bahamas, a foundation spokesman said the award could not be overturned.

The judges include the Prince of Wales; Sir Geoffrey Howe, the British foreign secretary; John Habgood, the archbishop of York in Britain; Marcos McGrath, the Roman Catholic archbishop of Panama; Robin Leigh-Pemberton, the governor of the Bank of England; and William E. Simon, a former U.S. Treasury secretary.

No details of the award were released until an article about it appeared late last week in an English-language Arab magazine, Impact International, and then in the Sunday Times of London.

Hayim Pinner, secretary-general of the Board of Deputies of British Jews, said, "The delay in making the award, the transfer of the venue to Melbourne and the secrecy which surrounded it leads us to believe that we have good reason to protest."

Mr. Pinner said the award had an "Orwellian ring to it," and was "an insult to those who work for understanding between people of different faiths as well as to the millions of Holocaust victims."

Jewish groups say they have evidence that in 1981 and 1982 the World Muslim Congress sent two anti-Semitic books to legislators in the United States and Britain, one of which, "The Six Million Reconsidered," described the Holocaust as a myth invented by Jews.

In addition, Mr. Khan, a Pakistani citizen born in Burma in 1914, wrote a letter of appreciation to Spotlight, a U.S. publication that supports the Ku Klux Klan, and has attended meetings of the World Anti-Communist League, and extreme-right group.

He has also written articles in praise of the former Grand Mufti of Jerusalem, Haj Amin Hussein, in a recent letter to the International Herald Tribune, he accused Israel of persecuting Arabs "under its bonafides."

Mr. Khan could not be reached for comment to Karachi.

Mr. Forker said the award, which is usually accompanied by intensive publicity and a lavish awards ceremony, was postponed at Mr. Khan's request to clear up questions that had been raised.



The building in New York, showing the collapsed west wall.

## N.Y. Building Collapses; One Killed and 13 Hurt

NEW YORK — A fire fighter digging through the rubble of a six-story office building in Manhattan more than eight hours after it collapsed found the last survivor when he grabbed his hand.

"I'm Robin! Get me out!" Robin Fischer shouted to rescuers at the office building in the Garment District that collapsed just before the evening rush hour Monday, killing the owner of the building.

Ms. Fischer, 27, was in serious condition at Bellevue Hospital on Tuesday after undergoing leg surgery. Twelve other persons were treated for minor injuries.

The collapse caused hundreds of thousands of commuters to be delayed. Trains from the nearby Pennsylvania Station and subways were halted for more than an hour for fear that vibrations would cause more of the building to fall.

The authorities said that they did not know for certain what had caused the building's west wall and interior to cave in, but a Fire Department spokesman said a trench had been dug along a wall.

The buildings commissioner, Charles M. Smith, said construction work had been going on at the building. "It appears they undermined the wall of this building and it collapsed," he said.

The present government has alienated many in the lower and middle classes with a new tax structure that has raised the cost of most goods while easing the burden on higher-income Grenadians as a spur to business expansion.

Grenada's botanists are angry that Mr. Blaize has spent little to promote tourism. Other business leaders assert that he has not done enough to attract foreign investment.

Mr. Blaize, who suffers from degenerative arthritis and needs help in climbing stairs, said in a recent interview that he had not decided whether to try for re-election.

In the 1984 election, Sir Eric was not a candidate and seldom made public appearances. But his party, which is synonymous with him, won 36 percent of the vote.

Sir Eric, who built his political base as a labor organizer, said in an interview that he is suffering from glaucoma, which makes it impossible for him to read. But he said, matter of factly, that he is expecting a miracle that will restore his sight and that he will then compete in the coming election.

Detractors say they think he is faking poor vision and plans to claim a miracle to enhance his candidacy. "If I did that," Sir Eric said, "God would make me blind."

Sir Eric said he had never worshipped the devil. But he referred to himself as a mystic and said he was interested in spiritualism, the occult, voodoo and a similar African religion called Shangho. He once told an interviewer he had been "appointed by God to lead Grenada."

Sir Eric said that although British colonial officials removed him as chief of the pre-independence government for mismanagement of money, his only offenses had been to buy a baby-grand piano for his official residence and to pay for repairs to a resident's home that had been damaged by water running off a public road.

In the 1970s, opponents say, Sir Eric silenced critics with a group of thugs known as the Mongoose Gang.

"The Mongoose Gang is one of the greatest myths that ever hit Grenada," Sir Eric said. "I would never say to beat or burn someone. I'm not that kind of person. I wouldn't kill a moth."

Some political leaders say they think the best Sir Eric can hope for in the next election is to win a half dozen or so seats, which would force his opponents into a coalition and leave him as leader of the opposition.

Should he win, Sir Eric said he would invite the United States and Britain to establish military bases on the island.

## Ex-Leader Of Grenada Poised for Comeback

By Joseph B. Treaster  
*New York Times Service*  
ST. GEORGES, Grenada — After the invasion of Grenada five years ago, one of the greatest fears of the United States was that democratic elections would return to power Sir Eric Gairy, the eccentric leader who had dominated the island's politics for nearly three decades.

Sir Eric, who was knighted in 1977, was pro-American. But he was regarded as repressive and corrupt. As prime minister, he had cut a flamboyant figure in white suits and Cadillacs and had urged the United Nations to commission a study of flying saucers. Later, he was accused of devil worship.

At the least, U.S. officials figured, Sir Eric would be an embarrassment. At worst, he could become a rallying point for a resurgence of the leftists who had overthrown him in 1979 and been crushed by the invasion.

New elections are expected to be held sometime in the next year, and Sir Eric, who is 66 years old and is known to admirers as "Uncle Gairy," seems to have a chance at a comeback.

"Gairy is bound to be a factor," said Nicholas Braithwaite, who headed an interim government after the invasion. "To deny Gairy has a chance to win is to deny the reality of the situation."

A coalition of three centrist parties that the United States had urged as a strategy for defeating Sir Eric has come apart, and Prime Minister Herbert A. Blaize, 70, is being challenged from within his own party.

A fragmentation of the vote would favor Sir Eric's Grenada United Labor Party, whose poor, rural followers tend to vote in a bloc and have helped him win seven of the last nine elections.

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**Zaire and Libya Reconcile**  
*Reuters*  
KINSHASA, Zaire — Zaire and Libya have agreed to resume diplomatic relations after a six-year break caused by Zaire's decision to restore ties with Israel, the official Zaire news agency, Azap, reported Monday.

## AMERICAN TOPICS

### Trade Paperback As Happy Medium

Book publishers, squeezed by inflation and declining sales, embraced the trade paperback book in the early 1980s. Bigger than the mass market paperback and only half the price of a hardcover book, it seemed the perfect solution, portable and affordable. The New York Times reports that some publishers predicted that as soon as a high-name author chose to publish in trade paperback, the hardcover novel's days would be numbered.

New Saul Bellow, Nobel prize winner in 1976, has decided to publish his forthcoming novel as a trade paperback, saying he hopes this will broaden the publishing options for other writers. But no other leading author has followed his example. Hardcover books pay higher royalties, and a paperback original would have little chance of becoming a main book-club selection.

Even so, while trade paperbacks have not fulfilled the grand predictions made for them, they have established a sizeable niche. They accounted for about 30 percent of the 56,000 new titles and editions published in 1987.

### Notes About People

One year ago, 18-month-old Jessica McClure fell into an abandoned well shaft in Midland, Texas, and was trapped there for 58 hours while an intensive rescue effort seized the world's attention. Today Jessica is walking normally, despite amputation of her right little toe and the tip of her big toe because of prolonged loss of circulation, and she does not seem to have any emotional scars, according to her orthopedic surgeon, Charles Younger.

On Jan. 2, 1939, Shirley Temple, then 10 years old and Hollywood's leading box office attraction, was grand marshal of the 50th Rose Bowl parade in Pasadena, California. Fifty years later, as Shirley Temple Black, a former U.S. diplomat, she has been named grand marshal of the 100th Rose Bowl parade Jan. 2, 1989. "Awesome, wonderful," Mrs. Black said.

### Short Takes

In her late 20s, losing interest in the strict fundamentalist religion she had been brought up in, May Dootley of Hauppauge, Long Island, discovered that while alcoholics and drug addicts can join self-help groups, there was no place for the newly un-saved to go. Last summer Ms. Dootley, a junior high school teacher, founded the Long Island Support Group for Ex-Fundamentalists and placed an ad in local newspapers. She received 50 responses. The group meets every two weeks.

The U.S. Supreme Court sustained, without comment, a lower court conviction for sending cocaine through the mails. The cocaine had been intercepted by a postal worker, who intended to steal it. The sender argued that there had been no search warrant. But the courts ruled that since the postal worker was not an officer of the law armed with a search warrant, but had made an "unauthorized" interception, the search was not official and constitutional protection did not apply.

What can people do when they encounter friends in public but don't feel like talking? Evidently the New York Times suggests putting on a blank, pre-occupied face, the kind that discourages conversation. Ms. Nancy discovered another tactic. Ms. Nancy, a set designer, carries a newspaper. He waves hello, and up goes the reading material "to block eye contact." Beverly Voelbel, a theatrical producer, carries a large portfolio case so "I can open it up and pretend I don't see people." Edward Coffey, a career consultant, said, "If you keep answering in one syllable, most people get the message unless they're complete fools."

Arthur Higbee

## JFK Slain in Gang Plot, Program Claims

LONDON — A British television documentary shown Tuesday night on the assassination of President John F. Kennedy in 1963 claims he was slain by three French gangsters hired by an American organized crime syndicate.

The two-hour Central Television program, entitled "The Men Who Killed Kennedy," said the killers were hired from the underworld in Marseille. Details of the program, made by a company in the Independent Television network, were released to news organizations ahead of the showing.

It named one of them as Lucien Sarti and said he was shot to death in Mexico in 1972. It said the other two are still alive. One is now believed to be working in Colombia's illicit cocaine business, the program said, and the other is understood to be living in Marseille after his recent release from prison.

Kennedy was shot as he rode in a motorcade through Dallas on Nov. 22, 1963. A former U.S. Marine, Lee Harvey Oswald, was charged with the shooting, but was shot to death two days later in a police station by a small-time criminal, Jack Ruby.

A French drug smuggler, who claimed he was offered the underworld contract to assassinate Kennedy but did not take it, and a former drug trafficker, who reportedly became a government informant, appeared in the program supporting its allegations.

## In Oregon, Death in a Commune Unravels Tales of Child Beating

By Laura Parker  
*Washington Post Service*  
SANDY, Oregon — The Ecclesia Athletic Association arrived here in 1987, to search of a haven to prepare a "national plan for the welfare of a lost generation."

Or so Eldridge J. Broussard Jr. told his new neighbors when he and his followers moved into a four-bedroom white house.

Now Mr. Broussard's daughter, Dayna Lorac, 8, is dead. Four of Mr. Broussard's associates are in jail, charged with manslaughter in connection with the flogging injuries to her head, arms and legs.

The neighbors have learned that 42 of the 53 quiet and well-behaved youngsters who stayed there were subjected to ritualistic floggings that sometimes numbered as many as 800 strokes.

The children, ranging in age from 6 weeks to 16 years, were removed from the home by state juvenile authorities after the girl's death Oct. 14. Many of them had welts, bruises and scars.

The children have told investigators that they were regularly forced to watch other floggings and keep count. The beatings, described in a court affidavit as a "cruel and terrifying experience, giving rise to mental injury," were administered with paddles and an electrical cord.

The neighbors said they never saw evidence that the children had been beaten.

The Ecclesia house stands near acres of fir trees and grassy fields, surrounded by small farms, outside the town of Sandy, 30 miles (50 kilometers) from Portland. The group's closest neighbor was Kenneth Teuscher, who lives across the road.

Linda Zade, who lives a half-mile from the group's house, remembers her excited anticipation when she drove by the house one cold April day in 1987 and noticed that the "For Sale" sign had been taken down. Soon after, a brown van appeared and people started moving in.

"I saw teen-agers and I thought 'Hurray! Baby sitters!'" she said.

A few weeks later Mrs. Zade saw a teen-age girl near the road and stopped her car to say hello.

"She was about 15," Mrs. Zade said. "And she said, 'I'm not allowed to say anything, but you're welcome to talk to our spokeswoman.' I thought, 'Spokeswoman?' Later, I learned this person was called the minister of external affairs."

Word went out that the new "family" in the neighborhood was an organization from Los Angeles that was setting up an athletic summer camp. A few weeks later, Ms. Zade saw all of the children to the road.

"It was pouring down rain," she said. "They were wearing ragged shirts and their shoes were too big, with no soles. I thought, 'What the world is going on?'"

The group leader, Mr. Broussard, who played basketball for the University of Oregon, developed a successful 32-team basketball league in the Watts district of Los Angeles in the late 1970s. His plan for the Oregon camp was to train ghetto youths for the Olympics with a highly regimented program that involved discipline for infraction of the rules.

Most of the youths were children of his followers in Los Angeles. Those who joined the group were asked to sign a "vow of poverty application," in which they promised to turn over their assets and control of their lives to Mr. Broussard.

The training program included "rising at 3 A.M. to perform precision drills," according to "Who's Who in the Ecclesia Athletic Association," a pamphlet put out by the group. The pamphlet also notes that the youths "can do between 1,000 and 5,000 continuous jumping jacks; hundreds of

push-ups and sit-ups, American and Chinese splits."

Mr. Broussard also wanted to start an organic farm, and to July 1987 the youths planted an acre of potatoes with the help of their neighbor, Mr. Teuscher. Some of the men who lived at the house helped Mr. Teuscher mend fences on his farm.

When they asked if they could set up a few tents in a small clearing on his land, Mr. Teuscher said yes. But Ecclesia soon began to "usurp" his neighbors. The group applied to Clackamas County last year for a temporary zoning variance to erect more tents and 10 portable toilets in their field.

The neighbors, already uneasy, balked. They held sharp memories of the last cult movement in the state, when thousands of followers of an Indian guru, Bhagwan Shree Rajneesh, set up a town in central Oregon. The commune was dissolved in 1985 after the leader was convicted of violating immigration laws and left the United States.

"This group was not another Rajneesh," said another neighbor, Gayle Gow. "But they were clearly a cult. They met all the criteria: control, power, isolation and grandiose plans."

He began collecting signatures to block Ecclesia's zoning request.

The dispute was short lived. Ecclesia withdrew its application. Mr. Broussard had always spoken vaguely to the neighbors about his plans to build a gymnasium, a swimming pool and a mansion. But after a few community meetings, Mr. Broussard announced angrily in midsummer of last year that his people were pulling out. By October, they were gone. When summer came again this year, the group did not return.

"I thought it was all over," Mrs. Zade said. Then two weeks ago, she noticed a light in the house. A few days later, the brown van was backed up to the door. She saw a couple of adults, but she did not see any children. Nobody did.

This time, authorities said, the children were kept hidden inside.

The children were discovered by sheriff's deputies Oct. 14 after four adults from Ecclesia took Dayna Lorac Broussard's body to a local fire station. They told medics there they had been unable to revive her.

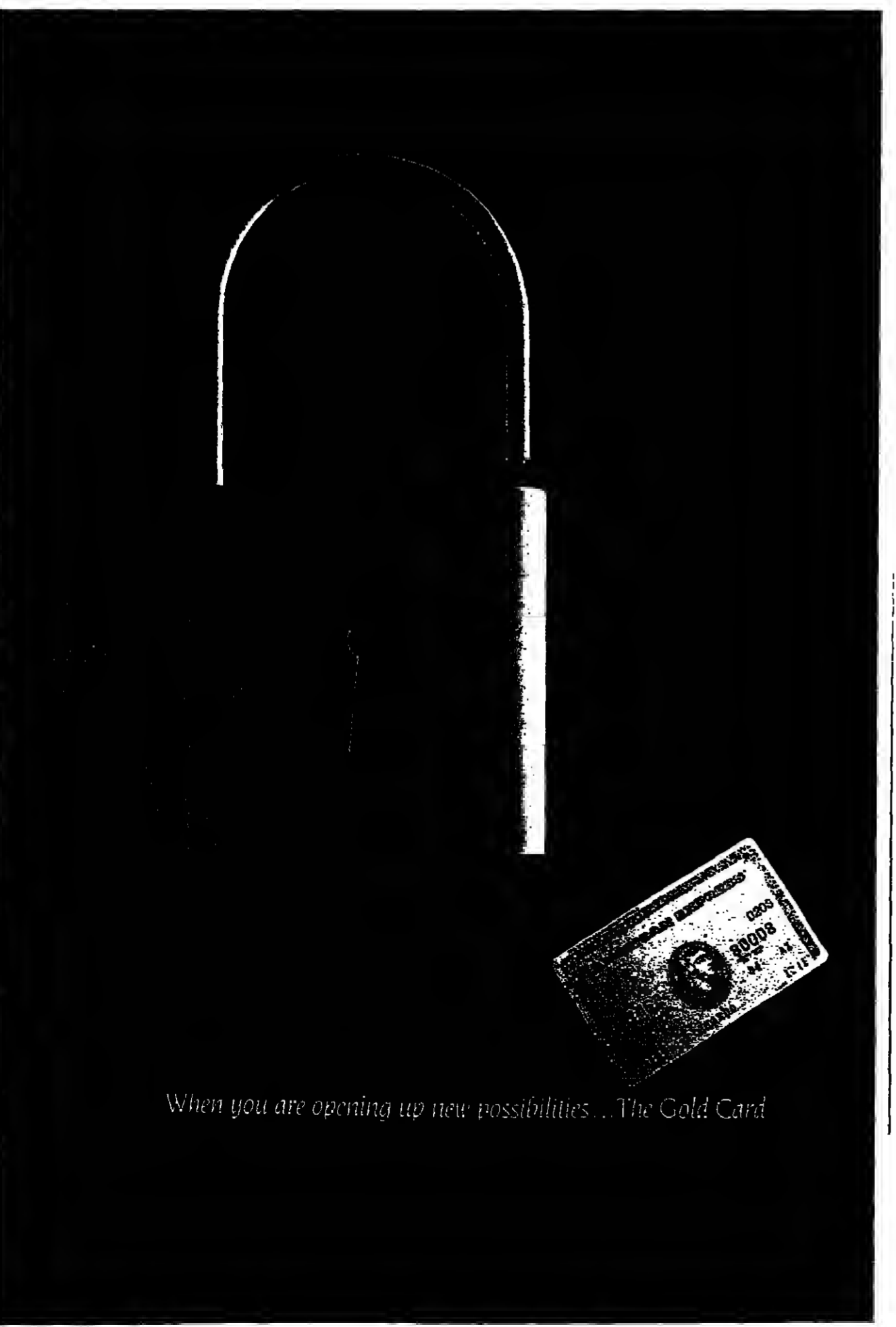
The four were arrested. At the Ecclesia house, the deputies found little furniture inside. The children slept on the floor in sleeping bags. Only one of two toilets was working. There was no refrigerator and only a few tomatoes and heads of lettuce.

According to a state custody petition, the children appeared to have gone without food for long periods of time.

On Monday, four members of Ecclesia — Willie K. Chambers, 35; Brian James Brinson, 30; Constance Zipporah Jackson, 37; and Frederick Paul Doolittle, 38 — pleaded not guilty to first-degree manslaughter charges in connection with Dayna Lorac Broussard's death. A Dec. 12 trial date was set.

Mr. Broussard, who was in Los Angeles when his daughter's body was taken to the fire station, was quoted in a newspaper as saying that he had gone away because he was under stress and that inexperienced commune leaders were in charge. Last week on a television program, "The Oprah Winfrey Show," Mr. Broussard said he has been unfairly compared with Jim Jones, the cult leader whose followers committed mass suicide in 1978.

Mr. Broussard said Ecclesia leaders chastise the children but do not brutalize them. The chastisement, he said, are necessary to prepare the children for life.



Algeria Rules Out 2nd Party  
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# Algeria Rules Out 2d Party Bendjedid Rejects Rival Alliances

ALGIERS — President Chadli Bendjedid of Algeria, elaborating on political reforms announced after riots early this month, has ruled out allowing rival political groups in Algeria.

In a communiqué on Monday, Colonel Bendjedid outlined plans for more democratic controls within the governing National Liberation Front, but said he was against multiparty system.

The measures seek to broaden the base of the party by making it more democratic. Membership in the front is to be widened and party officials made more accountable to members through elections to virtually every post.

And in a move that reduces the role of the front, the sole official political party, Colonel Bendjedid said that nonmembers would be able to run for seats in popularly elected bodies.

He hinted pluralism could eventually flow from the measures, which he said would give the front new life.

But Colocoel Bendjedid said, "Multipartyism can in no way be granted, as soon as the debate begins, to groups who are seeking power and privileges from a sham democracy."

Details of the plans are to go before a National Liberation Front congress in December and will be submitted for approval in a national referendum early in 1989.

This is the second referendum announced since the riots, which were prompted largely by economic hardships. Algerians are to vote Nov. 3 on a plan to make the prime minister answerable to the National Assembly.

The Interior Ministry announced Friday that the official death toll from the riots was 159. Western diplomats have said the number was much higher.



A protester at the demonstration at Witwatersrand University in Johannesburg.

# Council Voting Spurs South Africa Clash

JOHANNESBURG — Riot police, using tear gas and clubs, clashed Tuesday with university students protesting nationwide elections Wednesday for racially segregated municipal councils.

Clashes erupted at Witwatersrand University in Johannesburg soon after Archbishop Desmond M. Tutu, in an appeal after the second terrorist bombing in 24 hours, urged opponents of apartheid to avoid violent disruptions of the daylong voting.

The black activist Winnie Mandela, wife of the imprisoned African National Congress leader Nelson Mandela, was among prominent dissidents who attended a campus rally to protest the voting. She was among those affected by tear gas.

About 1,000 students, whites and blacks, spilled on to a main thoroughfare alongside the campus, disrupting traffic and touching off clashes with police squads firing the road.

Earlier Archbishop Tutu, the nation's Anglican church leader and 1984 Nobel Peace Prize recipient, issued "an urgent call for a peaceful response to the elections."

He issued the appeal four hours after a bomb exploded in the university town of Potchefstroom, near Johannesburg, slightly injuring a police officer.

Dialogue Under Way  
Serge Schmemmann of The New York Times reported earlier from Johannesburg.

Delegations from South Africa, the African National Congress, and the Soviet Union have gathered here to discuss the perceptions that they have of one another.

The three-day conference, which began Monday, was sponsored by a West German political foundation and was not sanctioned by the South African government. Moscow has long shunned relations with Pretoria.

Alex Boraine, a leader of the South African group, said the goal was to "demythologize" all sides and to expose the Afrikaners to the "new thinking" introduced in the Soviet Union by Mikhail S. Gorbachev, the Soviet Communist Party general secretary.

Mr. Boraine is head of the Institute for Democratic Alternatives in South Africa, a liberal South African group that has previously organized meetings between Afrikaners and members of the African National Congress, the largest group fighting apartheid.

"I'm not so naive or so foolish as to say we will find solutions here," said Vasil G. Solodnikov, a former ambassador to Zambia and vice chairman of the Soviet Afro-Asian Solidarity Committee. "But at last we will see what they look like and show them what we look like."

The South African group included Professor Willie Breytenbach, a former adviser to the South African government, and Professor Sampie Terreblanche, an economist who

broke with the governing National Party last year.

Leading the delegation along with Mr. Boraine was Frederik van Zyl Slabbert, a former leader of the liberal Progressive Federal Party who resigned from Parliament to work with the Institute for Democratic Alternatives.

Also taking part were the Reverend Beyers Naude, former secretary of the South African Council of Churches; and Breyten Breytenbach, the exiled Afrikaans poet.

The seven-member contingent from the African National Congress included Thabo Mbeki, the publicity director, and Joe Slovo, the secretary of the South African Communist Party.

The meeting was not expected to produce a major initiative.

South Africa's Afrikaner leaders have traditionally made fear of communism a central justification for their policies toward black nationalism, contending that the ANC and other black nationalist movements are part of a "total onslaught" of Soviet-led communism.

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# Israel Suspends Press Cards of 3 Foreign Newsmen

JERUSALEM (NYT) — Israel on Tuesday suspended the press credentials of three foreign correspondents pending an inquiry into charges they violated military censorship laws. Two had written stories that Israeli undercover assassination squads were operating in the occupied territories.

Israeli radio reported Tuesday that Defense Minister Yitzhak Rabin "categorically denied" the existence of such squads assigned to assassinate leaders of the Arab uprising in the occupied areas.

The military censor filed a police complaint against Paul Taylor, bureau chief of Reuters, the British-based wire service, and Steve Weizman, a Reuters reporter, for reporting Sunday that Israel uses assassination squads in the West Bank and Gaza Strip.

The censor said the Reuters report violated censorship laws. The report referred to "an undercover army unit code-named 'Cherry' deployed in the West Bank" and a "similar Gaza-based unit code-named 'Samson.'"

The government also suspended the press card it issued in Andrew Whitley, the correspondent for a British newspaper, The Financial Times. Two weeks ago, Mr. Whitley wrote an article describing undercover army units used to gather intelligence in the occupied areas. His article made no reference to assassination.

An army spokesman also issued a statement, saying, "There is no unit in the Israel Defense Forces which is authorized to act, in which acts, against the well-known rules for opening fire, which are grounded in law."

Yoram Ettinger, chief of the government press office, said the censor, together with representatives of the army, Defense Ministry and Prime Minister Yitzhak Shamir's office, decided Tuesday to press charges against the three reporters.

The censor's office determined that "items of a security nature were not submitted to censorship, without any reference to their authenticity or the validity of the information as fact."

Press censorship laws in Israel apply to stories dealing with the military establishment, Arab actions and what the censor's office calls "hostile organizations." They also cover general subjects such as water supplies, road conditions in Israel, nuclear research, border settlements and aerial photographs.

Polis Show a Close Vote

Polis on Tuesday showed the two major parties running so close to the general election next Tuesday that they may be forced to form another national unity government, Reuters reported from Jerusalem.

the union's legalization and hinted at interest in compromise formulas put forward by Solidarity in preliminary talks.

Three weeks ago, a meeting of the Communist Party's Central Committee picked a political hardliner, Mieczyslaw Rakowski, to take over as Poland's prime minister. Since then, the government's negotiating line has considerably hardened. The party daily newspaper, Trybuna Ludu, has published a series of attacks on key opposition leaders, and top officials have called the legalization of Solidarity impossible.

Some Solidarity strategists concluded even before Tuesday's announcements that the party leadership had decided to scrap negotiations with the opposition in view of strong resistance from the party rank and file. They say General Jaruzelski appears to be betting that Mr. Rakowski's new government can quickly improve conditions for consumers and eliminate some hardships from daily life.

legiance to the Polish Constitution. In addition, Mr. Urban confirmed that the two sides differed on the breakdown of the participants at the talks, the organization of issues, and procedural matters like how relations with the press would be handled.

Opposition spokesmen said that the government had backed down from previous agreements with the union on the issues of personnel and procedure and was now trying to dictate new terms.

"We are back at square one," said Solidarity's spokesman, Janusz Onyszkiewicz. "They scrapped everything we had agreed on and tried to dictate who should take part, the proportions between the two sides and the agenda."

The apparent official shift of position is the latest step in what has been a steady move by the leadership group around Poland's president and Communist Party leader, General Wojciech Jaruzelski, away from a political settlement with Solidarity. After the strikes in August, officials promised to consider

the union's legalization and hinted at interest in compromise formulas put forward by Solidarity in preliminary talks.

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# Prospects Dimming for Solidarity Talks

By Jackson Diehl  
Washington Post Service

WARSAW — Negotiations between the government and the Solidarity trade union movement appeared in danger of a breakdown Tuesday after the movement's leader, Lech Walesa, rebuffed a government demand that he meet Wednesday with the interior minister.

The government spokesman, Jerzy Urban, announced Tuesday that the authorities were proposing that Mr. Walesa and the interior minister, General Czeslaw Kiszczak, meet to resolve obstacles blocking the talks, including the authorities' insistence on banning two prominent members of Solidarity's delegation.

Mr. Urban said that if preliminary talks Wednesday were successful, the first meeting of the formal "round table" negotiations between the government and the opposition could be held Friday.

But opposition activists said the offer was little more than a propaganda maneuver designed to allow the authorities to blame Mr. Walesa for a collapse of the dialogue.

Mr. Urban denied that his proposal represented an ultimatum on the talks, which were first promised by the government in August in exchange for Mr. Walesa's help in ending a wave of strikes.

But he said the negotiations could not go forward without the preliminary meeting. He added that Mr. Walesa's "stubbornness before the start of the talks bodes ill for any good" coming from them.

In a statement by telephone from Gdansk, Mr. Walesa responded that he had settled all matters of personnel with General Kiszczak in their three meetings since Aug. 31 and that he would not agree to any changes in Solidarity's delegation.

"I will not give in and there is no reason to discuss it," he said.

"The round table," he added, "must solve one thing: pluralism in Poland without adjectives."

The nominal focus of the preliminary dispute is the government's insistence that two senior opposition figures, Jacek Kuron and Adam Michnik, be removed from Solidarity's delegation. Mr. Urban said that they are extremists whose participation could not be accepted unless they publicly stated their al-

# Kohl and Sakharov Discuss Human Rights

Compiled by Our Staff From Dispatches  
MOSCOW — Chancellor Helmut Kohl of West Germany met with Andrei D. Sakharov, the human rights campaigner, on Tuesday, then visited the graves of German soldiers taken prisoner during World War II.

Later, the chancellor met for the second time in two days with President Mikhail S. Gorbachev, and afterward expressed optimism about the future relations between the two countries. He is on a four-day visit.

"This is a great day," Mr. Kohl said. "The dialogue was important. We will put relations on a higher plane."

Mr. Kohl, accompanied by his wife, Hannelore, and Foreign Minister Hans-Dietrich Genscher, spent an hour in the West German Embassy with Mr. Sakharov discussing human rights and the Kremlin's program of perestroika, or restructuring. West German officials said Mr. Sakharov's wife, Yelena G. Bonner, took part in the talks.

The West German leader then laid a wreath at the tomb of the unknown soldier near the Kremlin wall before going to the German military cemetery in Lyublinko, where 596 prisoners of war are buried.

Mr. Sakharov, 67, who was released from seven years of internal exile in 1986, was elected last week to the Presidency of the Academy of Sciences in the latest stage of his official rehabilitation under Mr. Gorbachev. Mr. Sakharov's work led to the development of the Soviet hydrogen bomb.

In 1975, he was awarded the Nobel Peace Prize for his championing of human rights. He was bitterly attacked during the 1970s by the Soviet press, which accused him of being a tool of Zionists and the West.

After Mr. Kohl met with President Gorbachev, Mr. Kohl's

spokesman, Friedhelm Ost, quoted the chancellor as saying that the mood in the West German delegation was "very optimistic" after the three-hour session between the leaders.

According to Mr. Ost, Mr. Gorbachev said that while a "great change" in relations had taken place, major problems remained to be resolved. This appeared to be an allusion to the question of German reunification, which Mr. Kohl has said he planned to emphasize in his talks with Mr. Gorbachev.

Mr. Kohl made an emotional appeal for reunification in a speech at a Kremlin dinner Monday. But Mr. Gorbachev firmly rejected any change in the status of Germany or of Berlin.

German reunification is a sensitive issue in the Soviet Union, which still blames World War II for many of its problems.

Both sides are hoping that Mr. Kohl's visit will lead to a permanent breakthrough in relations. Friendly ties with Bonn are a key element of Moscow's efforts to establish better relations in Western Europe.

The Soviet leader is to visit Bonn in the first half of next year.

Mr. Kohl also met with Prime Minister Nikolai I. Ryzhkov to discuss economic cooperation.

The chancellor reassured Mr. Ryzhkov that closer unification of the 12 European Community countries, scheduled for after 1992, will not pose an obstacle to trade with countries like the Soviet Union.

Soviet and West German businessmen, meanwhile, signed a series of agreements calling for assistance to textile and machine building industries and the nuclear power industry. Eighty other bilateral trade projects are currently being negotiated, Mr. Ost said.

West Germany is the Soviet Union's biggest Western trading partner. (UPI, AFP, Reuters)

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Program Claims

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ARTS / LEISURE

RSC Back in Epic Form

By Sheridan Morley  
International Herald Tribune

LONDON — It is good to find the Royal Shakespeare Company back in form with "The Plantagenets," a nine-hour saga carved and sometimes hacked out of the three parts of "Henry VI" and "Richard III." It is arguable that the RSC is always at its best in epics. There is something immensely reassuring about a company of 40 advancing toward the footlights to play out some vast dramatic national anthem of blood and death and restoration.

and energy and purpose back to an acting troupe that has for too long lacked all of that. What is alarming is the way it shows up the ongoing RSC weakness in character-acting and verse-speaking, so that after the demise of David Waller early in the day we are left with no couriers or attendant lords of any weight or authority. We do however get Pan-

THE LONDON STAGE

ny Downie aging across nine hours from the young bride to the old-crone Queen Margaret, Anton Lesser as a campy and idiosyncratic Richard, Ralph Fiennes as an unusually powerful Henry VI and Oliver Cotton doing a splendid triple as Suffolk, Cade and Buckingham. We also get the stunningly bronzed settings of Bob Crowley.

At the National, the first new play by Harold Pinter in five years suggests that he is happily back there as writer and director after far too long in self-imposed exile from the South Bank, but at 20 minutes "Mountain Language" is at best a sketch. Like his vastly more powerful "One for the Road"

at the Hammersmith several seasons ago, this is concerned with police-state brutality. The National has given this arid blueprint a cast of immense talent.

Meanwhile on the open Olivier stage, the National's new director Richard Eyre has a revival of "Bartholomew Fair" that is a tribute to his talents as a crowd organizer but gives little indication of why he thought it worthwhile to dust off Ben Jonson's endlessly labored and unfunny account of a day at the fairground. True he has moved the pageant to a mid-Victorian setting, and encouraged John Wells to give a splendidly waspish account of Adam Overdo. Generally however the cast seem as depressed as the audience by the overall tedium of proceedings that only manage to come to life as the lairground itself lights up for the curtain call.

Elsewhere around town, there are a couple of notable hits.

At the Hampstead Jenny Topper opens her management with the very brisk Trevor Nunn "Hedda Gabler," one that races through the play in barely two hours, giving it all the qualities of a thriller and allowing Lindsay Duncan precious little time to establish herself as an ice-queen of neurotic intensity up against an oddly lightweight Brack from Clive Francis.

At the Young Vic, David Thacker has an "Enemy of the People" that confirms him as one of the strongest and most interesting young directors of his generation. As adapted by Arthur Miller at the height, or rather the depth, of the McCarthy witch-burn of the early 1950s, this "Enemy" belongs somewhere between "All My Sons" and "The Crucible" in Miller's anti-history of public and personal betrayal.

But what is so magnificent about the current Young Vic staging is its in-the-round intensity and the power of Tom Wilkinson in the title role, battling through with his own brother (David Henry) and father-in-law (Clive Swift) issues of personal integrity and civic conscience.

Finally, in a crowded week, Don Black and Mort Shuman's "Badge" (at the Cambridge) is a plastic throwback to the world of cheerful cockney-sparrow musicals that thrived a quarter-century ago at Joan Littlewood's Stratford East. Adam Faith is however desperately lacking in stage energy, and though the score has one enchanting number ("There Is Love"), it sorely needs the sheer tacky vivacity of the old Littlewood singalongs. Fingers are indeed not what they used to be.

Lacroix Outshines the Stars of the Night

By Suzy Menkes  
International Herald Tribune

PARIS — The importance of Christian Lacroix is now clear. Just about anything we see at the fashion shows can be traced back to the designer: the tidal wave of wide pants, colors spicy and tender, sweetheart necklines, fresh cotton fabrics used at night, India and the 1960s revisited.

PARIS FASHION

Luxe line shown Tuesday, Lacroix proved that he does it better, brighter and with more quirky charm than anyone else. The music alone — soapy soundtracks from TV shows like "I Love Lucy" — hit perfect pitch.

The new show did not have the galloping creativity of the ready-to-wear show last Thursday — neither its soaring leaps nor confused stumbles. It was still a cracking good collection.

The theme was the 1960s of Andy Warhol and Baby Jane Holzer and her style of skimpy suits and dresses. Skirts were short, and jackets equally cropped, but cut with cunning ragen seaming so that the narrow 1960s shoulder looked born-again. A trapeze tunic in pique, balanced over wide pants, was patterned with stylized flowers.

Lacroix juggled with pattern and color so expertly that it was difficult to believe that each head outfit in a group of two or three was the same. A long fitted jacket came out in stiff yellow cotton brocade over a slim skirt — and then again as a paisley printed silk with black lace pants. Flowers sprouted in sparse clusters with the same blooms appearing more densely on the upper half; or the designer spread bedouin stripes of color — yellow, purple, pink,

orange, lime — on a slither of a cowl-hooded swimsuit. Decoration, from raffia embroidered carnations to nuggets of gilded buttons, was also splattered on with an open hand and light heart.

Everyone is talking about Lacroix's extraordinary (even manic) productivity. Paris fashion should be proud and grateful to have this fount of creativity to slake fashion's greedy thirst for the new.

There was not much new at Ungaro, but with lans like his, who cares? The red rose Mariss Bersonson wore on her shapely black and white check Ungaro jacket, said it all. "I just adore him," she enthused. "It's how I want to look. It's elegant, pretty, it's sexy — and men love it. I wanted it all."

It was, indeed, a vintage collection, if by that you mean that everything women look for in Ungaro came out on the runway, from his favorite marguerite print to the signature drape dresses, the soft pants and mixed flowers.

The silhouette was familiar: square shoulder, body-conscious draped bodice, short slim skirt, high heeled shoes. The only outfit to buck the trend had mid-calf skirts with kinky pleats or gores below the knee. They numbered just 15 in a collection of 196 pieces.

There were also blousers, billowing to the knee under the fitted jackets and splashed with chintzy flowers, cut in silk poplin, worn under a tapestry jacket.

Ungaro has always mixed color and print, but he had the misfortune to show this season immediately after Lacroix. Ungaro used a blinding mix of polka dots in pink, green and yellow on draped dresses. Coin dots in pink and black looked snappier on a short dress with flaring skirt. The repeat story was the little peplum



Lacroix's bead embroidery on silk tulle pants outfit, left, and Valentino's chiffon and lace dress.

jacket suits. They came out every whichway — with a flowered jacket over a shiny patent leather skirt that looked like molten chocolate, in an adorable rosebud pattern, and in all the flowers fit to print.

The show shone at night, not just with the models' gleaming pearlized hose, but when big theater coats with pretty low necklines came out over pants. A group of stunning draped jersey evening dresses in sunshine yellow, royal blue and subtler capucino, made a splendid (and very welcome) end to a long show.

Valentino didn't bother with the long skirt — and he was right, for his best daytime silhouette looked sweet and fresh this season when lace collars peeped out from a suit neckline or a crunchy lace vest slipped under the jacket.

Lace dyed into delicious pale colors was a pretty idea for blouses that were short-sleeved or fluted out into an airy mesh at the

wrist. Valentino said after the show that the lace had been dyed specially. It gave an opulent feel in a summery way to a collection that was at times pretty rich. Fresh ideas at night included a black organza dress, striped with panels of solid and see-through, and touched with white cotton at collar and cuffs; a vanilla lace sheath covered with a spun sugar of chiffon; and a red dress trimmed with rosettes at its scoop neckline.

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Taking Rockabilly to the Punjab Plains

By Mike Zwerin  
International Herald Tribune

PARIS — Bob Livingston nudged his cowboy hat, sniffed his jeans into his boots, hooked his guitar strap and came on stage in Madras, India. "I'm here to talk about country music," he said to the audience. "What country? That's a good question."

When he added the line "from sunny Bombay to the plains of the Punjab" to Woody Guthrie's "This Land Is Your Land," they started to yodel along. At the end he told them: "I love your culture. I'm not here to be an imperialist or dilute anything. I'd just like you to know something about my part of the world."

Texas is written all over him. He was born in San Antonio and grew up in Lubbock, where Buddy Holly came from. "Everybody from Lubbock turned out to be either a dope dealer or a musician," he says. He was part of what has been called the "cosmic cowboy boom" in Austin before Willie Nelson moved there in the '70s. Livingston played guitar with Jerry Jeff Walker, who wrote "Mr. Bojangles" and "Up Against the Wall, Motherfucker." They "tore through the skies in private planes" for seven years. Then he went out with the Lost Gonzo Band, which he describes as "ragtag rodeo riffraff ripping it up from New York to L.A. and Alaska to the Virgin Islands."

The band's name was inspired by Hunter S. Thompson's gonzo journalism and lifestyle. Livingston tells his story with a degree of awareness that is too consistently Kerouac to be accidental. Lessons have been learned from the madness, hooks have passed through these hands, plains poetry spoken here. "We played some serious, hard-core honky-tonks. In La Grange, Texas, people were shouting, 'Alright! The music's great. Throw the whiskey bottle as the guitar player.' Fortunately we were behind chicken wire. A joint in Fort Arthur put on cockfights in the back room — there was looser jambo for the band after the gig."

He traveled to India "on my own — for the music, for the culture, looking for adventure." A Fulbright scholar he met there told him that the U.S. Information Service was putting experts on the road to lecture and why not him. A country picker who can explain the cultural context of what he's doing is rare. He auditioned. They said sounds good but not right away. Back in Austin, he got a call from Madras offering him a tour of Bombay, Calcutta and New Delhi.

He had a wife, two sons and a mortgaged house. The family talked it over. His older son, Tucker, 14, was feeding a lot of negative peer pressure, including having



Livingston: From the train "you'd swear you were in West Texas."

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France	F.F.	05 436 436	1,500	1,230	830	455
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Rest of Afr., Gulf St. Asia	\$	---	620	---	340	190
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Dining Out. CANNES: GINZA Japanese restaurant, sushi, sashimi, sushi bar. PARIS 7th: SANCERRE WINE TASTING. CHEZ LES ANGES. KARLOV. LUDMILA PAVILON RUSSE. LE BISTROT D'ARMAND. AL DIWAN. PARIS 11th: CACTUS BLEU. PARIS 16th: LE PRESBOURG. PARIS 17th: GOLDENBERG WAGRAM. VIENNA: KERVANSARAY. RAFFAÏN & HONORINE.

been offered marijuana in the fifth grade. And Livingston, as he describes himself, "this crazed war-horse from the road," trying to stay clean but, you know, not all that clean, was having problems dealing with it. "Daddy" the boy said, "Let's go to India before it's too late. Let's just go."

They rented the house and took one "lor zip" in Kerala, in southern India, where they had some friends and where the musicians improvise on vienas and tamburas in time signatures like 7/4 and 16. "The British didn't infiltrate very much there and the Moguls never went that far south," says Livingston. "They've kept their culture. Our house is near a river, the people have been beating their clothes on these rocks for 5,000 years. In the morning the sun comes up and the mist is rising and you do hear any telephones or airplanes or radios. It's real pristine. Our boys play cricket and they have Indian friends. When we got there, Tucker heaved a visible sigh of relief. He could be a kid again for a while. Can you imagine a 14-year-old boy walking around looking for a tree to sit under and read Robert Louis Stevenson?"

Livingston played rockabilly with a local rhythm section at the Indian Institute of Technology in New Delhi. After being "parladed" by the Madras Rotary Club, he pulled out his mandolin, played an Irish jig and sang "Don't Bury Me on the Lone Prairie." He told them that their landscape was not so far from what this song was about. "If you're on the midnight train and you wake up at 5:30 in the morning and look out the window, you'd swear you were in West Texas."

When the USIS told him he would be going to the Punjab, he said, "Wait a minute, isn't that where all those Sikhs are shooting at each other?" The officials said they were more interested in his safety than he was and drove him up in a bulletproof Chevrolet Suburban. At the university in Chandigarh, he had students "yodeling at the moon."

Next stop Pakistan. The day he arrived in Lahore, two convicted murderers were hung in the cricket stadium. The following evening he sang on a stage decorated with eating skulls and cacti. The streets of Peshawar, at the entrance to the Khyber Pass, were "full of camels and tanks and dust. The Russians were thinking of pulling out of Af-

ghanistan, just across the border, deals were being cut with the mujahidin. Some students were on strike for the right to take unsupervised exams, meaning the right to cheat. The other students who weren't striking said if they do that we want our degrees to be certified 'supervised.' There were big meetings on the campus with everybody bolting and they started shooting at each other. The riot police came in and confiscated weapons. We stopped off to buy some fruit juice at a convenience store, which also had video tapes and rocket launchers for sale. Conventual! Dope smugglers and arms dealers! We were walking around with AK-47s and there I was riding into town in my bulletproof Suburban to sing Hank Williams. It was just like Texas.

"A couple of nights later, I was doing my number in a big tent they had set up on the lawn of the U.S. consulate, which, by the luck of the draw, is next door to the Iranian consulate. It was the ayatollah's birthday. They had these enormous speakers out there blaring his speeches and these cats are sweating and marching around shouting 'death to the heathen.' Somebody from the Swiss consulate went around to the back door and explained to the Iranians that there was this 'folklorist' giving a program and could they lighten up for an hour and a half or so around seven. They said okay.

"So I've got the people clapping along to some folk song and these two characters come running down the aisle screaming, 'You will stop Now!' I figure this is it. I'm a hostage in Beirut. They talk to the U.S. consul and he gets up and says that the muzzelin has been calling the faithful to prayer but we're sorry we couldn't hear him so they get up and goes out on the lawn to pray. Then they come back and I start doing 'All Shook Up' by Elvis Presley, and the same people who've been out there kneeling and praying begin stomping around to Elvis. I was in the twilight zone."

The bank that held the mortgage on his house in Austin informed him they were unloading all questionable loans. Livingston was taking this story on his way back to India after a trip home for financing. By now he should be on the road in Sri Lanka. Next month he's got some gigs in Bangladesh.

Panasonic. At Last, Academ... Interest Rates.



WEDNESDAY, OCTOBER 26, 1988

**MADISON AVENUE**

**At Last, Academe Studies Ads as a Serious Subject**

By RANDALL ROTHENBERG  
*New York Times Service*

NEW YORK — The year is 1931. Millions of Americans are without work. President Hoover is powerless to stem the darkening Depression — and the country is suddenly beset by the dread specter of "toilet tissue illness." In a magazine advertisement created by the J. Walter Thompson agency for Scott Paper Co., a grim-faced businessman tells a colleague, "I've got to have a... minor operation."

The ad intones that "the troubles caused by harsh toilet tissue" are "more serious than most men realize." Sales of soft Scottie tissue soar; a Broadway musical even adds a song about the brand.

Within months, however, the Journal of the American Medical Association attacks the ads as alarmist, forcing the agency to move swiftly to save the campaign.

This strikes at the very fundamentals of a certain type of advertising which J. Walter Thompson believes in, says a Thompson executive at an agency meeting. "Thompson's response: clinical tests, which will establish for once and all that 'improperly made toilet tissue is a menace to health.'"

The tale may be quaint, but it reveals a Depression-wracked America highly susceptible to scare tactics and a marketing community only too eager to exploit public fears.

Yet few scholars cared to explore advertising's broader relationship to American culture — until now.

Today, Scott's "toilet tissue illness" ads, Thompson's strategic justification for the campaign and some 2 million other documents sit safely within the J. Walter Thompson Archives at Duke University in Durham, North Carolina.

Although it has long been grist for pop commentators, advertising — "things not properly the business of a Paper of Intelligence," as the London Gazette editorialized in 1666 — has only recently begun to draw the attention of scholars who once scorned it but now see it as a window into American culture.

There's been a huge surge of interest in advertising and consumer culture, from historians, sociologists and anthropologists," said Roland Marchand, a professor of history at the University of California at Davis.

EVIDENCE of advertising's scholarly lure abounds. Last Friday, the Museum of Broadcasting in New York began a four-month retrospective of the commercials of Young & Rubicam, the first advertising exhibition in the museum's 13-year history.

And earlier this year, the Smithsonian Institution commenced work on an oral history of the Federal Express advertising campaign, the latest installment in its four-year-old Modern Advertising History Program.

Most significantly, on Sept. 25, Duke formally inaugurated the Thompson archives, which the agency donated to the university last year.

In the stacks of Duke's William R. Perkins Library now reside Ford magazine ads from 1949, depictions of Prudential Insurance's rock of Gibraltar symbol dating to 1896 and enough material to fill 900 linear feet (about 275 meters) of shelf space.

Scholars are using advertising to dissect the culture of consumerism, trace American adaptation to technology and an increasingly global economy and plumb the depths of the national psyche.

In his 1985 book, "Advertising the American Dream," Mr. Marchand used internal ad agency documents, trade-magazine articles and the ads themselves to illuminate the cultural changes of the 1920s and 30s.

The United States was able to retain its simple, 19th-century See SCHOLARS, Page 13

**Scholars who once scorned advertising now see it as a window into American culture.**

**Orders Fall 4.1% In U.S.**

**September Drop Follows 5.7% Rise**

WASHINGTON — Orders to U.S. factories for durable goods fell 4.1 percent in September, after a large 5.7 percent increase in August, the government said Tuesday.

Excluding the volatile category of military equipment, orders fell 3.5 percent last month after rising 5.1 percent in August, the Commerce Department said.

Because the monthly figures are so volatile, economists were reluctant to read too much into the September drop, even though it was consistent with other data suggesting that the economy slowed slightly at the end of the third quarter.

Wall Street had expected a decline of about 1 percent in orders for durable goods, which are designed to last at least three years.

The durable goods report depressed the dollar. Page 15.

The August rise and the ensuing September decline were mostly the result of wide swings in the transportation category, the Commerce Department said.

Orders for transportation equipment fell 10.2 percent to \$31.6 billion in September, mostly because of a drop in shipbuilding and aircraft, after a surge of 18.6 percent in August, which mainly reflected a rise in car orders.

Excluding transportation equipment, September durable goods orders fell 1.7 percent after rising 1.3 percent in August.

Overall, durable goods orders fell \$5.02 billion in September to \$117.70 billion, the Commerce Department said. The figures are adjusted for seasonal variations.

The department had said August orders had risen 5.9 percent.

In a separate report, the Labor Department said that compensation of American workers, including wages, salaries and benefits, rose 1.3 percent in the July-September quarter. The increase in the Employment Cost Index followed a 1.1 percent rise in the second quarter of 1988 and a 1.2 percent rise in the third quarter of 1987.

**A History of Big Deals**

Transactions completed by Kohlberg Kravis, in billions of dollars

Date	Target	Business	Price
April 86	Beatrice Companies*	Food, consumer products and services	\$6.40
Nov. 86	Safeway Stores	Supermarkets worldwide	4.56
March 87	Owens-Illinois	Packaging products, health care, financial services	3.80
Jan. 88	Hon. Walter	Construction industry products and services	2.43
Dec. 85	Singer Communications	Seven television stations	2.41
June 88	Diarracal	Batteries	1.80

\*Has been sold or given publicly to other buyers.  
Source: *Comptroller's reports*

**The Kings of the Leveraged Buyout**  
**Kohlberg, Kravis: Young and Little, and Very Wealthy**

By James Sterngold  
*New York Times Service*

NEW YORK — Kohlberg, Kravis, Roberts & Co., the small investment firm that has bid \$20.3 billion for RJR Nabisco Inc., has in just 12 years of existence built up one of the largest industrial holding companies in the United States, using huge amounts of borrowed money.

Monday's bid, the richest takeover proposal in history, is an attempt to acquire a consumer products giant, the 19th-largest U.S. industrial company, by means of a technique known as the leveraged buyout. And Kohlberg, Kravis is the king of leveraged buyouts.

Its bid for RJR Nabisco, and the \$17 billion proposal made last Thursday by RJR Nabisco's top executives in partnership with Shearson Lehman Hutton, a large Wall Street securities firm, have opened a new frontier in the world of extraordinarily high finance.

Now, no company seems too large for the leveraged buyout, in which firms such as Kohlberg, Kravis borrow heavily to purchase ownership of companies from public shareholders.

Most of the equity invested comes from large financial institutions, such as pension funds and insurance companies. Afterward, the company takes over generally ends up much smaller, many divisions sold and layers of management dismissed. Although Kohlberg, Kravis usually ends up controlling the companies it buys, overseeing the finances, it generally co-invests with existing management, who stay on.

All the company's attention is focused on the job of wringing as much profit from its assets as possible, with the company usually being sold after a few years.

These buyouts have created some of the largest investment profits ever realized. In one, the \$6.2 billion buyout of the Beatrice Cos. two years ago, Kohlberg, Kravis earned more than \$2 billion for its investors after Beatrice was broken up and the parts sold.

Thus it was no surprise to find Kohlberg, Kravis present in the RJR Nabisco bidding. The tiny but powerful firm, since it was founded on May 1, 1976, has been at the vanguard of Wall Street's hottest acquisition trend. In the process, it has built up an enormous industrial holding company with nearly as much revenue as General Electric Co.

It possesses some of the largest holdings in the supermarket, consumer and packaging, container, battery and furniture-retailing businesses. The buyout of RJR Nabisco, if successful, would bring the annual revenue of its holdings to more than \$50 billion.

For its top partners, this has created wealth that rivals some of the great family fortunes from the industrial revolution. They each take home in the neighborhood of \$50 million a year, according to people close to the firm.

But Kohlberg, Kravis is now far from alone in its business. Shearson Lehman showed that it is trying to muscle its way into the top ranks with last week's bid, and most other major Wall Street firms have committed large amounts of capital to buying up industrial companies and taking them private.

That is an extraordinary amount of influence to be held by such a few number of people. Kohlberg, Kravis, in addition to having just five partners, has a total of 15 professionals on its staff, split between New York and San Francisco.

The partners are Henry R. Kravis and George R. Roberts — the senior partners — and Robert MacDonnell, Paul E. Raebler and Michael W. Michaelson. Mr. Kravis resides over the New York office, Mr. Roberts in San Francisco.

Jerome Kohlberg Jr., one of its founders and its elder statesman, left in May 1987. He remains an investor in the firm, which has kept his name on the door, but with his son has formed a smaller buyout firm, Kohlberg & Co., near his home in Westchester County, New York. He is the only partner the firm has lost since it was founded.

Mr. Kohlberg, who is 63, said in an interview shortly after his departure that he left in part for See KOHLBERG, Page 15.

**Gold Fields Bid Target of U.K. Antitrust Probe**

By Warren Gettler  
*International Herald Tribune*

LONDON — The British investigation on Tuesday ordered an antitrust investigation of the £2 billion (\$3.5 billion) hostile bid for Consolidated Gold Fields PLC, dealing a serious blow to the offer by a South Africa-controlled group.

The British investigation, which is due to produce a report within three months, is based on the question of competition in certain high-value minerals, especially the mineral sands titanium and zircon, but does not "in any way prejudge the question of whether or not the merger would be against the public interest."

Britain said its antitrust inquiry, which is due to produce a report within three months, is based on the question of competition in certain high-value minerals, especially the mineral sands titanium and zircon, but does not "in any way prejudge the question of whether or not the merger would be against the public interest."

A spokesman at the Trade and Industry Ministry said that the potential issue of South African ownership of Minorco played no part in Lord Young's decision.

Minorco's bid has generated a barrage of appeals by Gold Fields' board to leaders in the United States, Britain, South Africa and Australia to block the takeover approach on antitrust and national security grounds.

Gold Fields has illustrated the prospect of increased South African domination of the world's gold industry, growing to more than one-third of the non-Communist market from about one-fifth at present, if the Minorco bid succeeds.

Gold Fields has contended that its relations with customers in the United States, Britain and in other important markets would be irreparably damaged if its capital structure were formally linked to South Africa.

Industry analysts say Gold Fields has won a tactical victory.

Nick Hatch, mining industry analyst with Kleinwort Greness & Co. Securities in London, said the investigation puts a damper on the bid for three months, "but you may well see Minorco back in the fray again if the commission doesn't find against it." He added that he does not expect the investigation to find against the bid.

Mr. Hatch, echoing other London analysts, said that while the government has said it is not worried about the South African control, See BID, Page 13

**e Night**



**Plains**



**Jobless Rate For France Falls 2.1%**

PARIS — Unemployment in France, in its biggest monthly decrease in 10 years, fell a seasonally adjusted 2.1 percent in September from a month earlier, the Labor Ministry said Tuesday.

That was welcome news for the Socialist government of President Francois Mitterrand, who in April had pledged to put the fight for jobs at the top of his priorities for the next seven years.

The Labor Ministry said there had been 2,556,400 registered unemployed at the end of September, down from 2,630,000 at the end of August. Compared with September 1987, the ministry added, unemployment had dropped 1.5 percent.

The unemployment rate stood at 10.2 percent of the work force in September, down from 10.4 percent in August. Most of the reduction came from a 4.3 percent drop in the number of unemployed youths during September, when school begins, the ministry said.

Labor Minister Jean-Pierre Soisson called the monthly decline, the largest since 1978, "encouraging."

He said it also was due to improved labor market conditions, with fewer layoffs and more job offers, a slowdown in the growth of the work force and the first impact of the latest government measures against unemployment.

Layoffs declined 8.1 percent last month from a year earlier, while the number of job offers at government employment agencies rose by 11.5 percent.

In nonadjusted figures, the number of jobless people reached 2,632,817 at the end of September, up 3.2 percent from August but down 1.5 percent from a year earlier.

Meanwhile, the Bank of France said Tuesday that it had left its key intervention rate unchanged at 7.25 percent for the day's securities repurchase tender when it allocated funds for injection into the money market on Wednesday.

The government, resisting pressure to devalue the franc against the Deutsche mark in the European Monetary System, had been faced with tightening its monetary policy by again pushing up the intervention rate if its currency came under further attack.

But with the public sector industrial unrest of last week fading, the first stage of the 1989 budget law passed the National Assembly last weekend and now the encouraging unemployment report, it appeared that officials had found that unnecessary. (AFP, Reuters)

**Currency Rates**

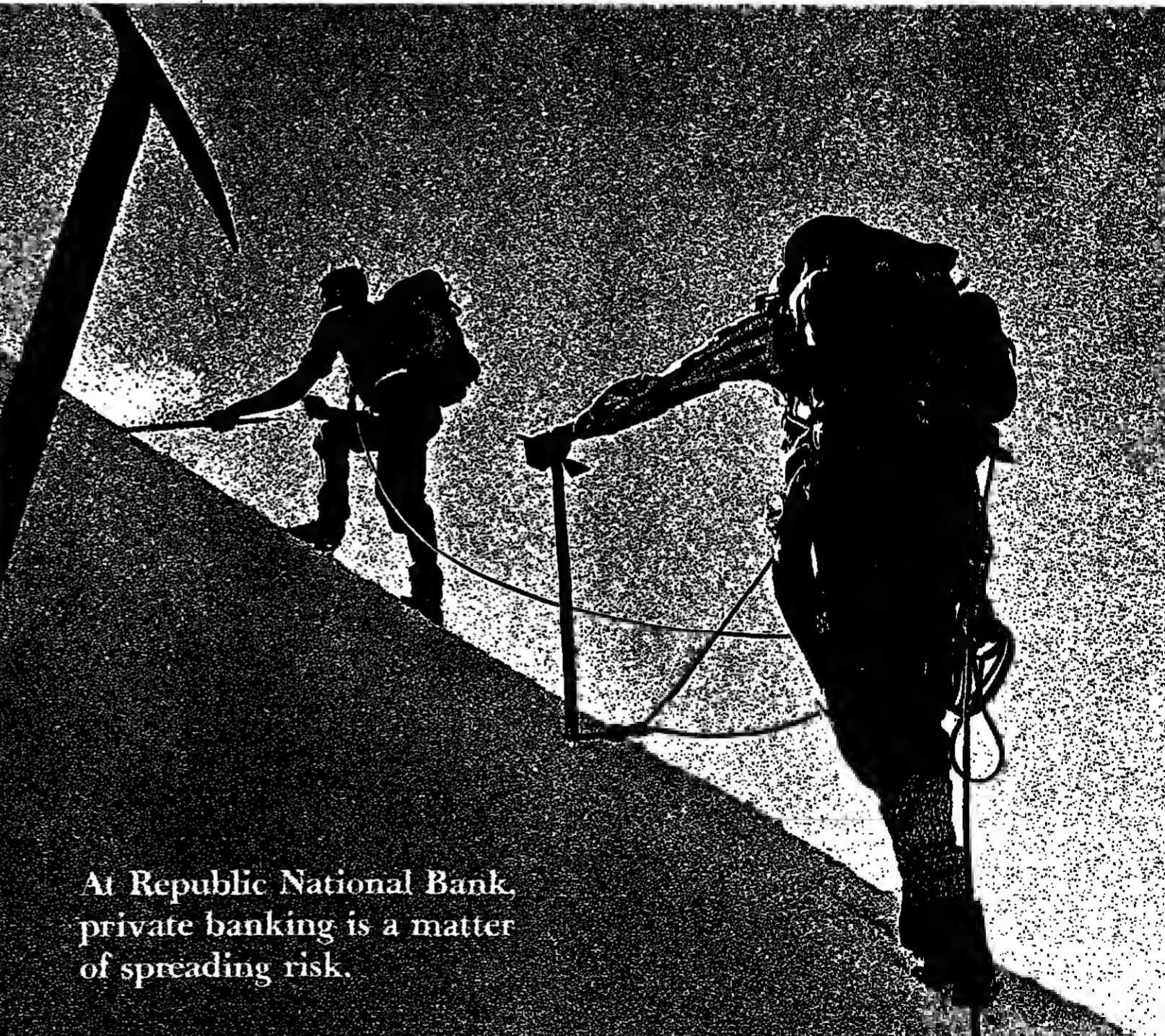
Compiled by Our Staff From Dispatches

Currency	Per \$	Oct. 25	Per \$	Oct. 25
Amsterdam	2.08	1.505	1.170	8.301
Bremen/DF	37.46	65.875	24.94	6.37
Frankfurt	1.271	1.144	1.285	1.272
London (£)	1.235	—	1.138	1.074
Madrid	1.685	2.025	2.440	2.730
Paris (FF)	6.545	1.270	1.285	4.15
Rome (Lira)	1.637	1.075	3.412	8.987
Tokyo	12.90	23.16	78.2	1.952
Zurich	1.578	2.618	8.948	8.948
1 ECU	1.245	0.875	2.028	7.872
1 DM	1.384	0.787	2.298	6.647

Chicago in London, Tokyo and Zurich. Rates in other centers. New York closing rates. a: Commercial franc; b: To buy one pound; c: To buy one dollar; \*: Units of 100; \*\*: not quoted; N.A.: not available.

**Interest Rates**

Currency	Per \$	Oct. 25	Per \$	Oct. 25
Amsterdam	12.12	1.225	1.285	1.285
Austr. schil.	11.62	1.144	1.285	1.285
Belg. fr.	28.28	1.144	1.285	1.285
Canada	1.207	1.144	1.285	1.285
Denmark	1.207	1.144	1.285	1.285
France	1.207	1.144	1.285	1.285
Germany	1.207	1.144	1.285	1.285
Italy	1.207	1.144	1.285	1.285
Japan	1.207	1.144	1.285	1.285
Netherlands	1.207	1.144	1.285	1.285
Spain	1.207	1.144	1.285	1.285
Sweden	1.207	1.144	1.285	1.285
Switzerland	1.207	1.144	1.285	1.285
UK	1.207	1.144	1.285	1.285
US	1.207	1.144	1.285	1.285



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NEW YORK - MIAMI - LOS ANGELES - BEVERLY HILLS - CORPUS CHRISTI - MONTREAL - PARIS - MONTE CARLO - LUXEMBOURG - MILAN - GIBRALTAR - GUERNSEY - HONG KONG - SINGAPORE - TOKYO - NASSAU - CAYMAN ISLANDS - BUENOS AIRES - SANTIAGO - MONTEVIDEO - CARACAS - MEXICO CITY - PUNTA DEL ESTE - RIO DE JANEIRO - SAO PAULO

NYSE Most Actives table with columns for Vol., High, Low, Last, Chg. listing top trading stocks like Kraf, Kof, and Kof.

Market Sales table showing NYSE 4 a.m. volume, NYSE 9:30 a.m. volume, and other market statistics.

NYSE Index table with columns for Composite, Industrials, Utilities, and Finance, showing high, low, close, and change.

Tuesday's NYSE Closing logo with text 'Via The Associated Press'.

AMEX Diary table with columns for Close and Prev. listing various market indices.

NASDAQ Index table with columns for Composite, Industrials, Finance, Insurance, and Utilities, showing high, low, close, and change.

AMEX Most Actives table with columns for Vol., High, Low, Last, Chg. listing active stocks on the AMEX.

Dow Jones Bond Averages table with columns for Bonds, Utilities, and Industrials, showing close and change.

NYSE Diary table with columns for Buy, Sell, and % of Volume, listing trading activity.

Odd-Lot Trading in N.Y. table with columns for Buy, Sell, and % of Volume, listing odd-lot trading.

Dow Jones Averages table with columns for Open, High, Low, Last, Chg. listing major market averages.

Standard & Poor's Index table with columns for High, Low, Close, Chg. listing S&P index components.

NASDAQ Diary table with columns for Close and Prev. listing NASDAQ trading activity.

AMEX Stock Index table with columns for High, Low, Close, Chg. listing AMEX stock index.

Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.

NYSE Mixed, Trading Moderate

United Press International. NEW YORK — The New York Stock Exchange closed narrowly mixed Tuesday in moderate trading, after takeover issues continued to dominate the market and anticipation of a government report kept many investors at bay. The Dow Jones industrial average rose 3.02 to close at 2,173.36. The Dow had fallen 13.16 on Monday. However, declines edged advances, 735 to 720. Volume was 155.19 million shares, down from 170.59 million traded Monday. Broader market indexes advanced slightly. The NYSE composite index rose 0.02 to 158.87. Standard & Poor's 500-stock index rose 0.10 to 282.38. The price of an average share gained 1 cent. "There hasn't been much activity in the market," said Shi Dorr, vice president of block trading at Robinson-Humphrey Co. in Atlanta. "Basically, we had a recovery high last week and we're backing off a little bit," he said, noting the Dow's surge to a post-collapse high on Friday. Mr. Dorr said takeover issues continued to be the driving force behind the market, but noted that many investors were staying on the sidelines in anticipation of the U.S. gross national product report on Wednesday. Before the market opened, the government reported that new factory orders for durable goods in the United States fell a seasonally adjusted 4.1 percent in September. The 4.1 percent decline was more than analysts had expected. Analysts said market participants remained primarily focused on takeover issues, including RJR Nabisco and Kraft. "The market seems to be fence-sitting a little bit," said Eugene Peroni Jr., chief technical analyst at Janney Montgomery Scott Inc. in Philadelphia. "Volume is still there, but people are stepping back and scrutinizing the recent mega-deals that are in the works. Mr. Peroni said there was trading activity in the market in terms of takeover issues, with most activity centered around takeover issues. "Those who are participating will continue to rifle through, keeping a narrow focus on a shopping list of stocks," he said. He said market participants also remained concerned about interest rates and the weaker dollar. "The market can cope with those concerns, but if the Dow runs to the mid-2,200 level, the market could become overvalued." Kraft was the most active issue, off 3 to 99. RJR Nabisco followed, up 1 to 85. Pinnacle West Capital was third, off 1/4 to 17 1/2. Strong profits from refining and chemical operations have pushed many oil company earnings higher from third-quarter 1987 levels. In the oil sector, Phillips Petroleum, ex-dividend, was off 1/4 to 20 1/2. Exxon was unchanged at 45 1/2. Texaco was up 1/4 to 44 1/2 and Mobil was up 1/4 to 45 1/2. IBM was off 1/4 to 122 1/2. AT&T was up 1/4 to 27 1/2. Among other blue chips, Sears was up 1/4 to 43 1/2. Philip Morris was off 1/4 to 95 1/2 and Minnesota Mining & Manufacturing was up 1/4 to 63 1/2. Prices closed lower in moderate trading on the American Stock Exchange. The Amex market value index fell 0.57 to 304.57. The average price of a share lost 2 cents.

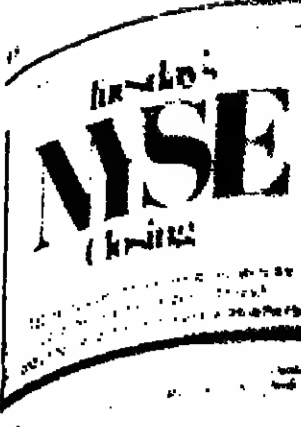
15-Month High/Low Stock table with columns for High, Low, Stock, Div., Yld., PE, % Chg., High/Low, Close, Open, Chg.

12-Month High/Low Stock table with columns for High, Low, Stock, Div., Yld., PE, % Chg., High/Low, Close, Open, Chg.

Main NYSE stock listing table with columns for High, Low, Stock, Div., Yld., PE, % Chg., High/Low, Close, Open, Chg.

Left side NYSE stock listing table with columns for High, Low, Stock, Div., Yld., PE, % Chg., High/Low, Close, Open, Chg.

(Continued on next page)



Tuesday's NYSE Closing

Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.

Table of stock prices for various companies, including columns for 12-month high/low, dividend yield, and price changes.

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U.S. Futures

Via The Associated Press

Table of U.S. futures prices for various commodities like coffee, wheat, soybeans, and livestock.

Currency Options

Table of currency options prices for various currencies.

NYSE Highs-Lows

Table of NYSE high and low prices for various companies.

Food

Table of food futures prices for various commodities like sugar, corn, and soybeans.

Metals

Table of metal futures prices for various commodities like aluminum, zinc, and copper.

Livestock

Table of livestock futures prices for various commodities like cattle and hogs.

Stock Indexes

Table of stock index values for various markets like S&P 500 and Dow Jones.

International

Table of international market data including exchange rates, gold prices, and commodity prices.

Company Results

Table of company financial results including revenue, profit, and earnings per share for various firms.

Paris Commodities

Table of Paris commodity prices for various goods.

Dividends

Table of dividend payments for various companies.

London Metals

Table of London metal prices for various commodities.

London Commodities

Table of London commodity prices for various goods.

Spot Commodities

Table of spot commodity prices for various goods.

DM Futures Options

Table of DM futures options prices for various contracts.

S&P 100 Index Options

Table of S&P 100 index option prices for various contracts.

U.S. Treasuries

Table of U.S. Treasury bond prices for various maturities.

Kraft Tells Suitor to Sweeten Bid

Article text: GLENVIEW, Illinois — Kraft Inc. on Tuesday told its hostile suitor, Philip Morris Cos., to sweeten its takeover offer to more than \$110 a share if it expected results.



BUSINESS ROUNDUP

Sears Net Is Off, Outlook Gloomy

CHICAGO — Sears, Roebuck & Co., posting lower third-quarter earnings, said Tuesday that its 1988 consolidated earnings may not exceed those of 1987.

Edward A. Brennan, the chairman, said that in spite of anticipated growth in merchandise sales for the rest of the year, "results to date for the year are disappointing."

Bid for Forstmann Studied

WASHINGTON — General Investments America Inc., a unit of General Investments Group of Sydney, said Tuesday that it had begun talks with Chateaux SA, the French conglomerate, about a joint offer to buy Forstmann & Co.'s stock.

General Investments, which holds 1.2 million shares, or 23.9 percent, of the common stock outstanding in the Dublin, Georgia, fabric maker, said in a filing with

retailer, had earnings of \$1.65 billion, or \$4.35 a share. Sears reported net profit of \$344.2 million for the quarter ending Oct. 25, down 15.8 percent from \$409.0 million a year earlier. Per share, earnings were 90 cents, compared with \$1.08.

Sales for the quarter totaled \$13.35 billion, up 9.5 percent from \$12.19 billion. For the first nine months, net profit was \$893.1 million, or \$2.35 a share, down from \$1.09 billion, or \$2.86 a share. Sales totaled \$38.49 billion, up from \$34.39 billion.

SCHOLARS: Academe Is Taking Madison Avenue, as a Cultural Influence, Seriously

(Continued from first finance page) ideals despite an increasingly complex society in part because companies developed "personality advertising," Mr. Marchand wrote. They invented characters like General Mills' Betty Crocker and Philip Morris' little bellhop, Johnny, to help people "cope with a modern bureaucratized life" in which personal relationships had been weakened.

Advertising history is also being used in new ways off the campus as well. Richard W. Pollay, a marketing professor at the University of British Columbia in Vancouver, was called in as an expert witness in a lawsuit filed against several tobacco companies by the family of Rose Cipollone, a New Jersey woman who died of lung cancer in 1984 after several decades of cigarette smoking.

dissemination of information was hurt by flat sales, intense competition, pressure on gross margins and inventory adjustments. The group's income for the quarter was \$135.4 million, compared with \$170.4 million.

Sears said its Allstate Insurance group and Coldwell Banker Real Estate Group had lower earnings in the quarter. Allstate had strong revenue growth and higher investment income. Sears said, which were offset by lower underwriting results, reduced tax benefits and lower capital gains.

BMW Forecasts 18% Rise In Group Sales for 1988

REGENSBURG, West Germany — Beyerische Motoren Werke AG expects 1988 group sales to rise to 23 billion Deutsche marks (\$12.8 billion), up 18 percent from sales of 19.5 billion DM in 1987. BMW's management board chairman, Eberhard von Kuenheim, said Tuesday.

He said 1988 profits would be "the same quality of last year's good result," but gave no details. The parent company's net profit in 1987 was 375 million DM, up from 337.5 million in 1986. Mr. Kuenheim said BMW expected sales to rise to 16 billion DM for the same period in 1987. Automobile output, he said, should increase to 395,000, up 5 percent from the 376,273 built in the first 10 months of 1987.

These directors have rejected the Kadoorie 5.80 Hong Kong dollar offer, and the earlier bid from Cathay City Investments, controlled by a leading local businessman, Y.S. Lo, as being "wholly inadequate."

Cathay City has offered 4.80 dollars in cash and 1.50 dollars-worth of Cathay shares, valued at 500 million francs (\$82 million) in Paris's central financial district.

Hong Kong Hotel Group in Defensive Bid

By Steve Vines Special to the Herald Tribune HONG KONG — In a defensive move against a hostile cash-and-securities bid for a leading Hong Kong hotel group, the family that founded the company has made a rival all-cash offer for the shares.

Most market watchers believe that Cathay City will now increase its offer, although this would severely strain the resources of a group whose interlocking relationships in six major companies still give it a market capitalization less than that of Hotels around current prices.

Paris — The French Stock Exchange Association said Tuesday that it would sell for commercial reasons several of its office buildings worth about 500 million francs (\$82 million) in Paris's central financial district.

A spokesman said the association would rent back the office space. He said the sale was not related to efforts to recover almost 700 million francs in losses this year because of unauthorized deals or financial futures markets.

NEW YORK — Salomon Inc., the big Wall Street investment house, reported Tuesday that its net profit had more than doubled to \$65 million in the third quarter, helped by significantly lower expenses and strong results in its Fibero Energy unit.

The gain in net was accomplished by bolstering margins, as revenue fell 17.3 percent to \$1.29 billion. Salomon said Fibero Energy earned \$45 million in the third quarter, triple the amount in the comparable quarter last year, on gains in oil refining and trading. However, a weak commodity prices resulted in a \$15 million loss at the Philipp Brothers unit.

Company Results

Table with columns for Company Name, 3 Months, 9 Months, and 1987. Includes companies like Canada, Conoco Packers, Arco, Transcanada Pipeline, Amoco, and others.

Express oral history and will move on to Campbell's Soup next year. That scholars would even consider looking at advertising was a heretical idea until recently, despite the sporadic attention advertising has received through the years in the press and in books written for the general reader.

But, as Daniel J. Boorstin, former librarian of Congress, lamented in "The Americans: The Democratic Experience," his 1973

Salomon's Net Rose Strongly In 3d Quarter

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Vanguard Press Is Bought by Random House

NEW YORK — Vanguard Press, the 62-year-old independent publishing house that published the first books of Saul Bellow, Dr. Seuss, Marshall McLuhan and Joyce Carol Oates, has been sold to Random House.

The 500 titles on Vanguard's backlist will be merged into Random House's, but for at least 10 years they will be identified on the title page as Vanguard Press books.

Church's Chicken Gets \$295 Million Bid

NEW YORK — A Copeland Enterprises Inc., the owner of Popeye's Famous Fried Chicken, offered Tuesday to buy Church's Fried Chicken Inc., a fast-food competitor, for \$8 a share, or a total of \$295.7 million.

Church's, based in San Antonio, Texas, is a distant second in the U.S. chicken fast-food business to Kentucky Fried Chicken, owned by PepsiCo Inc.

BID: Antitrust Inquiry Launched

(Continued from first finance page) nection, "that connection may be one of the underlying reasons for its decision to choose such an illogical basis for investigation as zircon and titanium."

Neither Minorco nor any member of its group of controlling shareholders appear to have any titanium and zircon assets.

EUROPE'S BUSINESS MAGAZINE

In fact, you could call International Management Europe's only business magazine. Because all the other magazines are written with their home markets in mind; they are American, English or German magazines that circulate 'abroad'.

Large advertisement for International Management magazine, featuring a portrait of a man and the magazine cover. Text includes 'EUROPE'S BUSINESS MAGAZINE' and 'A BOLD DESCRIPTION FOR EUROPE'.

Advertisement for ESCORTS & GUIDES, listing various services and contact information for different locations like London, Zurich, and Geneva.

Advertisement for INTERNATIONAL CLASSIFIED, listing various services and contact information for different locations like London, Zurich, and Geneva.

Advertisement for ESCORTS & GUIDES, listing various services and contact information for different locations like London, Zurich, and Geneva.

Advertisement for International Management magazine, featuring a portrait of a man and the magazine cover. Text includes 'EUROPE'S BUSINESS MAGAZINE' and 'A BOLD DESCRIPTION FOR EUROPE'.

Tuesdays Closing

Tables include the notations prices up to the closing on Wall Street and do not reflect late trades elsewhere.

Table A: 12 Month High Low Stock Div. Yld. PE. Lists various stocks like ABB, AIG, AIA, etc.

Table B: 12 Month High Low Stock Div. Yld. PE. Lists various stocks like ABB, AIG, AIA, etc.

Table C: 12 Month High Low Stock Div. Yld. PE. Lists various stocks like ABB, AIG, AIA, etc.

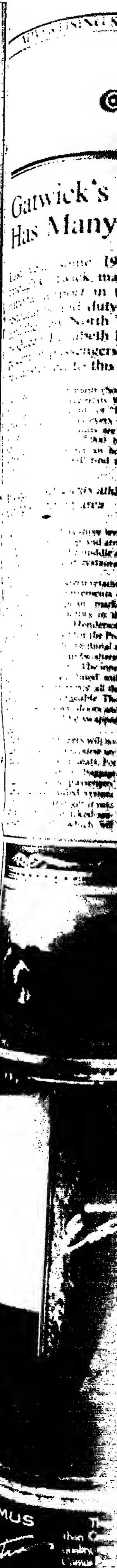
Table D: 12 Month High Low Stock Div. Yld. PE. Lists various stocks like ABB, AIG, AIA, etc.

Table E: 12 Month High Low Stock Div. Yld. PE. Lists various stocks like ABB, AIG, AIA, etc.

Table F: 12 Month High Low Stock Div. Yld. PE. Lists various stocks like ABB, AIG, AIA, etc.

INTERNATIONAL FUNDS (Quotations Supplied by Funds Listed) Oct 25, 1988

Main table of international funds with columns for fund name, share price, and other details. Includes sections for Other Funds, Floating-Rate Notes, Pounds Sterling, and Deutsche Marks.



# DUTY FREE

## Gatwick's New Terminal Has Many Innovations

Last year some 19.3 million passengers passed through Gatwick, making it the second busiest international airport in the world. Gatwick's lounges, restaurants and duty free shops were overcrowded until the new North Terminal was officially opened by Queen Elizabeth II in March, 1988. At least 35 percent of passengers to the airport are expected to be transferred to this new facility.

Connection to the main (South) building is by the ingenious Westinghouse automatic train, or "People Mover," which runs every few minutes. Its three-car units are capable of transporting 7,900 baggage-carrying passengers an hour. On arrival, travelers will find that

### An elegant, spacious and relaxing shopping area

the North Terminal has three levels with departures at the top and arrivals at ground level. In the middle are the lounges, shops and restaurant facilities.

The demands of modern retailing and the unknown requirements of the integrated European market have been inherent factors in the overall design. Bruce Henderson, chief executive architect for the Project YRM, describes the terminal as "a huge stage set that can be altered to suit the current scene." The inner walls, for instance, are lined with factory-built panels that are all the same size and interchangeable. This means that the windows, doors and air conditioning can all be swapped around.

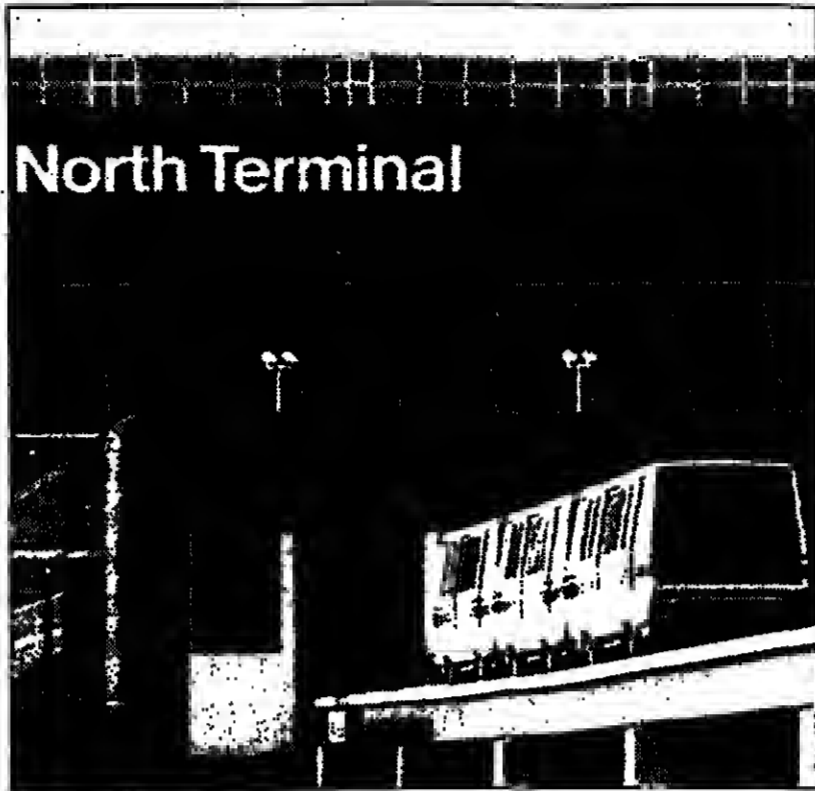
The departing passengers will notice the vast check-in concourse unencumbered by pillars or seats. For those arriving, a faster baggage claim system answers passengers' demands. Computer-aided systems sort out the luggage and get it onto the belts and clearly marked sawage-shaped carousels which will

take awkward items, such as skis, more easily.

British Airport Services (BAS), the commercial arm of the operating British Airports Authority (BAA), is determined to make the duty free facility at the North Terminal the recipient of all the lessons learned in the past, especially from the recently completed Terminal 4 at Heathrow. There are also the changes that 1992 is likely to bring about, when three categories of shopper will have to be catered to instead of one. Flexibility, the BAS notes, was of paramount importance.

Planning began in 1983. In the words of Frank Gray, BAS Group marketing manager for duty and tax free, "It was absolutely vital to involve architects and designers greatly experienced in retailing needs." Conran Design Group, a member of the Storehouse company that includes several leading European stores, was selected, their team headed by Graeme Lusted, design director. Experienced duty free concessionaires were also consulted so that their daily problems in serving the traveling public could be effectively resolved. Various bids were taken and the new concession ultimately went to a comparative newcomer to the European scene, Duty Free Shoppers, who until now have dominated the Asia/Pacific duty free market.

The result of all this work is an elegant, spacious and relaxing shopping area on both the land side and the air side of passport control. On



An automatic train arrives at Gatwick's new Terminal North.

the landside is the "Avenue," in which popular British retail names can be found such as Burtons and Dorothy Perkins for men's and women's fashion. Healthworks offers a range of health foods and related products. BAS is also running its own store, Teddys, in which, apart from the ubiquitous bear, there is a wide selection of cuddly toys for both children and adults.

On the air side the most impressive duty free shop in Europe occupies a central 1,400 square meter floor space. Open on all sides, it is surrounded by the strongly patterned carpet of the whole lounge area, which contrasts with the quiet carpeting of the display and sales areas. The display gondolas are about head height throughout so the signs over each product sector are visible from all points.

The middle section of the shop area contains liquor and tobacco goods on gondolas made of gray speckled laminate with anodized aluminum trim. Special offers and

sampleings are presented on individually designed gondolas appropriate to the type of product displayed.

Around the inner edge of the shop are the specialty sections for fashion, electronics, jewelry, confectionery, glass and china, each with its own trained staff. One side is completely occupied by counters selling every major international perfume. Every specialty area has its own color scheme. For instance, china and glass display units are finished in blue and gold trim while those for men's toiletries are in bronze and brown.

The whole effect is of shopping in one of the world's finest department stores. Yet, the whole shop is totally demountable and can be rearranged in another configuration with minimum disruption. It combines the best of modern retailing with the flexibility to cope with any as yet unknown demands that the abolition of duty or tax free shopping for the European resident will bring after 1992. Gatwick North is truly an airport terminal for the 1990s.

## The Global Structure of A Retailing Phenomenon

The main global duty and tax free market is currently estimated to be worth \$8 billion. If all fringe transactions that are conducted free of duty or tax are included, its value might reach \$15 billion. This major business, begun in 1947, is a contemporary retailing phenomenon.

Smart marketing people who pride themselves on being streetwise when it comes to moving products are often surprisingly ignorant on the subject of duty free marketing. On their travels they rush into the airport shop for their cigarettes and liquor allowance and never look critically at the pricing and displays on the gondola shelves as they do when shopping in main

### Modern travel has created a massive captive market

street stores with their families each weekend.

A little insight into how the duty and tax free market is set up is needed. First, a word of warning. Unlike most developed market situations there is no published accurate retail measurement of product movement and pricings like the Neilsen or AGB. Since its inception duty free has been a seller's market and the demand for shelf space intense. The demand to measure sales has never manifested itself sufficiently outside a few individual and confidential exercises. It must be recognized that with airport retailing franchises changing hands every three or five years the need for confidentiality of sales figures by franchisees is understandable. The little data that are published are piecemeal or based on goodwill reportage by the trade.

From initially being seen as a risk to Government revenues duty free shopping has now been accepted as a major source of such revenues, especially since the majority of locations are government owned or in-

fluenced. The scale of these revenues and their contribution to the operational costs of carriers, landing and terminal facilities are causing grave concern about the potential effects of abolishing fiscal barriers.

Miscellaneous goods include writing instruments, smokers' accessories, watches and clocks, clothing, china, glass, electronics — in fact anything that is not tobacco, liquor or perfumes. The recent growth of this sector means a constant stream of would-be market entrants knocking on franchisees' doors.

The advent of the wide-bodied Jumbo aircraft in the 1970s and the subsequent availability of cheap travel for the mass of people meant that the predominance of international travel was by air. This assured airport shops of being the dominant duty and tax free sales outlet. In recent years airlines other than charterers and long haul carriers have cut back on their duty free sales on board. The ferry trade is only to be found in limited areas of the world such as the British Channel, the North Sea and the Baltic.

Notable is the fourth category of "other shops and sales" and in particular the growth of downtown or off airport shops. These are flourishing in Australia, China, South-West Africa and certain parts of the Middle East. In addition there are some \$90 million in sales in the diplomatic sector and \$40 million in sales to the military abroad through such outlets as PX and NAAFI.

The trade has a definite structure.

Continued on Page 11

世界最高のコニャック

カミユ エクストラ

CAMUS

These are some more of the reasons why Camus Extra is recognized as an exceptional spirit, smooth and mellow taste and fine bouquet. Camus Extra is the best cognac in the world. The best Cognac in the world.

CAMUS

THE BEST COGNAC IN THE WORLD

## Abu Dhabi Airport Duty Free Shops

# On top of the world

## ...again!

More and more air travellers flying through the Middle East are choosing the Abu Dhabi International Airport for transit... for the convenience of its modern terminal complex, for the excellent onward connections and for the world's lowest priced duty free shops.

Stop by for the finest selection of the latest items at prices that make other duty free shop prices look sky-high! No one else offers you so much for so little.

At Abu Dhabi, we believe success should repeat itself!

Our prices win prizes

FRONTIER OSCAR AWARD  
Best Duty Free Shop in the World  
1987

FRONTIER OSCAR AWARD  
Best Duty Free Shop in the World  
1988

Abu Dhabi International Airport P.O. Box 3167, Abu Dhabi, U.A.E., Tel: 757350, Tx: 22617, ABUCAT EIM, Telex: 757172

# DUTY FREE

## Top Ten Cognac

Among the various drinks that attract the duty free shopper, cognac figures high on the list. One of the top ten selling cognacs is Hine. 1987 was its best ever trading year. "Sales reflect the worldwide strength of the brand, particularly in the higher categories," says Philip Robinson, duty free marketing director for Hine's distributors UDG. Prime markets are Europe, especially the United Kingdom, the Americas and Asia/Pacific.

New introductions in 1988 have been Hine XO in an attractive Royal Blue Limoges decanter and a striking 24 carat gilded Golden Stag containing Hine Extra. This stag at rest is a replica of the Hine emblem in Limoges porcelain, each one individually numbered. It makes an excellent gift.



Mr. Jacques Hine.

Scheduled for introduction in the second half of 1989 and a must for the cognac connoisseur is Hine Trés Vieille Fine Champagne Antique. There will also be several other new product introductions to watch out for.

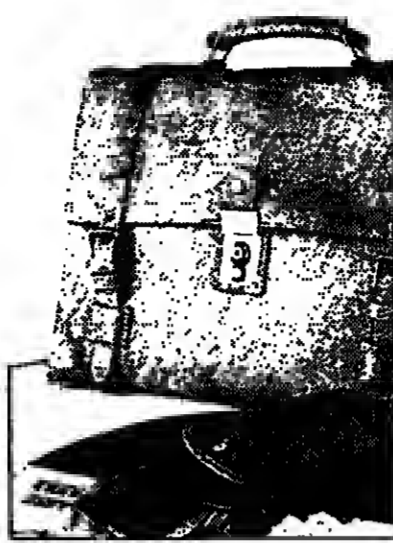
Meanwhile, the UDG stand at the Tax Free World Exhibition is displaying the full Hine range of Extra, XO, Napoleon and VSOP cognacs.

## The Legend Of Leather

Nobody could accuse German leather goods manufacturer Goldpfeil of standing still. Always in search of innovation, the company works in association with leading fashion designers such as Jil Sander to ensure that a constant stream of new ideas keeps coming off the drawing board.

A new handbag named "Wall Street" was recently introduced for the woman executive. Doubtless inspired by the Michael Douglas film, its executive styling and soft black nappa leather finish make it a classical accessory for any business situation.

For the highly selective business traveler, prime duty free attractions are the Sport and Caracciola luggage collections. Sport is a smart range of handbags, attaché cases,



portfolios and personal items in several colors including burgundy. Hand-crafted from Goldpfeil's "Oxford finish" leather, they are supple yet virtually indestructible. By way of contrast, Caracciola looks casual and rugged in tanned and deeply textured leather.

Goldpfeil already has 33 of its own shops in the world's leading capitals. But travelers continue to enjoy the chance to browse through duty free for a handbag, portfolio or wallet to suit the mood of the moment.

## Distinctive Malt Whiskey

The folk who inhabit the islands of Scotland are a hardy race who prize their individuality and fiercely protect their independent way of life. This is reflected in the whiskey that they produce, especially the single malt that proudly bears the name of its highland home, Isle of Jura. It has a distinctive, subtle smoothness all its own that will delight the palate of the whiskey connoisseur and will evoke thoughts of the rugged mountains and clear, soft water that gave it birth. Its distinction is enhanced by its curved bottle that can be found in most duty free shops in Europe as well as on all British Airways flights.

It is a sister whiskey to Glayva and Mackinlay. Glayva also sells well in duty free and can be found in the Canadian border shops. Early in 1989, Mackinlay will be launching a special bottle into local markets, which will be worth looking out for. Meanwhile, its superb 12 and 21 year old blends continue to hold pride of place in this portfolio of fine whiskies.

## Structure

Continued from Page 1

The owners of the shop locations — government or municipality in the case of terminals or airline or ferry operators in the case of carriers — often operate the shops on their premises. Where they do not operate such outlets themselves they are offered to franchisees that bid to have them for a fixed term. Names such as Alders, Heineman, Weinauer and Duty Free Shoppers figure large as franchisees. If a company does not wish to run its own specialist duty free sales team, a number of duty free agents/wholesalers will carry complementary products in their portfolios.

Available data show that there were some 800 million passengers on scheduled flights in 1985 and a further 100 million on charter flights. Setting aside the high percentage of domestic internal flight passengers, it is estimated that over 286 million international trips are made annually of which some 57 million (20 percent) are business trips involving between 20 and 30 million passengers. That is a big

captive audience waiting in the departure lounge. Yet only 35 percent of them take the opportunity to shop. While some fear missing their flight call, others merely become blasé.

Travelers also shop less critically than they do in their main street stores at home and more often than not end up buying their favorite brand, but trade up to a higher quality.

Is duty free a good place to test market quality products? Opinions vary. Duty free shop operators tend to see it as an abuse of their facility. United Distillers Group's James Espey sees it as ideal for the purpose, whereas Seagram's Ed McDonnell sees the duty free shopper as atypical and unrepresentative. Products taken into a duty free shop have to sell. Pressure on space is intense and if a product does not move fast then it is quickly delisted. That is why duty free is so much the province of established brands and names that are heavily promoted in daily life.

Duty and tax free shopping together with shopping in the air on board is here to stay. Airports are increasingly turning their circulating areas into shopping malls. Trav-

elers are lessening the inconvenience of waiting for flights or the tedium of the journey by shopping for whatever is on offer. The travel

Total Sales by Product Group (\$ billions)		
	Market Sales (\$)	Market Share (%)
Wines & Spirits	2,703	33.8
Perfumes & Cosmetics	1,698	21.2
Tobacco Goods	1,348	16.9
Miscellaneous	2,349	28.1
	8.0	100.0

Total Sales by Region (\$ billions)		
	Market Sales (\$)	Market Share (%)
Europe	3,725	46.8
Americas	1,412	17.6
Middle East & SW Africa	0.516	6.5
Africa	0.403	5.0
Asia/Pacific	2,242	28.0
	8.0	100.0

Total Sales by Outlet Type (\$ billions)		
	Market Sales (\$)	Market Share (%)
Airport Shops	2,703	34.5
Airline	0,719	9.0
Ferries	0,899	11.1
Other Shops & Sales	3,712	46.4
	8.0	100.0

SOURCE: GENERATION PUBLICATIONS

experience is now a shopping experience. Today's manufacturers increasingly recognize the showcase that these outlets offer to those who influence their friends and neighbors by shopping in the global village.

## Exports from Russia

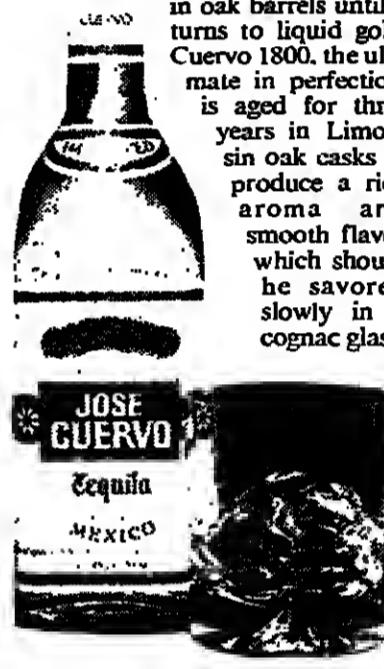
The last years have seen major changes in attitudes to foreign trade within the USSR. Now Soviet enterprises are encouraged to have direct access to foreign markets and to create conditions for increasing their export and financial potential from such trade. This perestroika is crucial to Plodimex, a Soviet/German foreign trade company established in 1974 and with business activities throughout Europe. Its main shareholder has now been incorporated under the supervision of the State Committee for Agroindustrial affairs (Gosagropom), thus making Plodimex its export channel.

Under the patronage of Gosagropom are thousands of Russian en-

terprises which will benefit from Plodimex's long experience of trading with Western European countries and its wide ranging professional marketing services.

It is a two-way business, with Plodimex assisting in the buying of equipment and machinery for food processing and the production of juice concentrate, for instance. Finished products are then being bought for sale to Western European consumers.

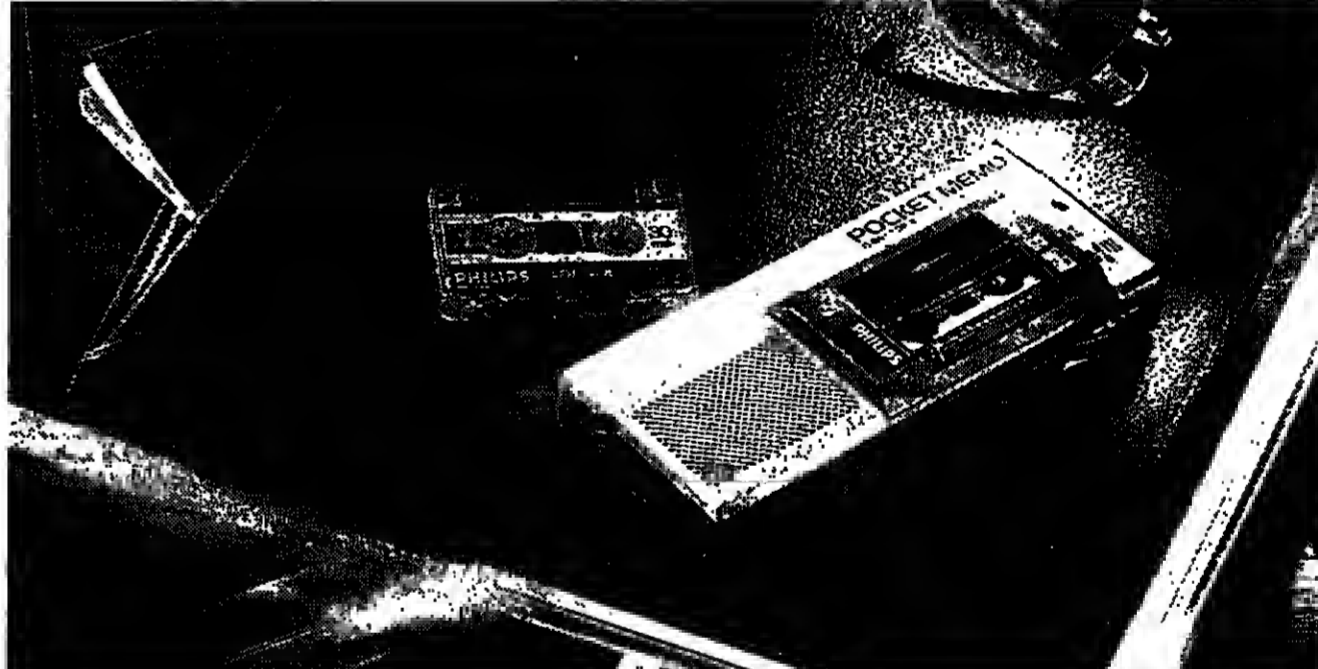
One of the better known products from Plodimex is Moskovskaya vodka, now in the lead position in the Federal Republic of Germany, with its sister brand Stolichnaya strongly featured in duty free shops.



sacred wine. The region around the small town of Tequila in the Mexican state of Jalisco is the only known area where the agave tequila grows naturally.

Today the range from this original producer includes Jose Cuervo Blanco, a high quality white tequila with a smoothly unique taste, and Tequila Cuervo Especial, which is "rested" in oak barrels until it turns to liquid gold. Cuervo 1800, the ultimate in perfection, is aged for three years in Limousin oak casks to produce a rich aroma and smooth flavor which should be savored slowly in a cognac glass.

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PHILIPS



# • DUTY • FREE •

## A Decade of Dunhill

Dunhill is a name synonymous with some of the finest quality goods that money can buy. Next year the company celebrates a decade of business in duty free shops worldwide, especially in the Asia/Pacific region. Dunhill is committed to duty free as it provides high visibility in the international marketplace.

This year there are several exciting new Dunhill products to look out for. Notable is the multi-function Millennium watch, a new design featuring gold plated links introduced vertically on the bracelet which has a porte-feuille clasp. The dial has the date on the radius and there are three smaller dials which show day, month, seconds and the phases of the moon.

For spring/summer 1989 the menswear collection is entitled, "A Gentleman Abroad — St. Paul de Venice." This attractive line includes the finest cotton polo shirts, luxury knitwear and hand-finished silk ties.

Among Dunhill's leather goods, there are a number of ideal gift items. An extensive selection of fine leather belts ensures no sizing problem, as each is adjustable. The wallet collection also is innovative as it comprises various sizes according to the currency being carried, whether American dollars or Japanese yen.

The Dunhill Edition personal care line, encompasses fragrance, hair, skin and body care products. Recently introduced to this line is a bath and shower gel.

Suitably bathed and dressed, the Dunhill man can settle back to enjoy Dunhill Old Master Scotch whiskey, now available worldwide in a crystal decanter. Crafted in the shaft and globe shape that dates back to the work of a well-known 18th century English glass maker, George Ravenscroft, each decanter is packed in an attractive gift box. The whiskey can also be obtained in a distinctive green glass bottle with cork stopper and wax seal.

These are just some of the highlights from the extensive range of Dunhill luxury goods that you will be able to find in duty free shops in the coming year. Look for them in the new Dunhill boutique in Heathrow's refurbished Terminal 3 or in the Dunhill shops.



## British Style and Quality

DAKS-Simpson, a name synonymous with the best of British fashion and epitomized by its famous store in London's Piccadilly, traces its origins back to 1894. In that year Simeon Simpson set up a tailoring business on Middlesex Street in the City of London. The name DAKS was introduced in 1934 to brand the world's first self-supporting trousers. This totally eliminated the need for suspenders and waistcoats to hide them, and a new sartorial freedom became possible.

Today the name DAKS is being used to spearhead a whole range of classical, quality goods designed to meet the needs of the most fastidious global traveler. Duty free shops have long displayed this attractive line and at the Tax Free World Exhibition in Cannes the latest DAKS goods are on show this week. For instance, a new range of luggage is Black DD Jacquard with cowhide trim, complementing the current brown leather lines. There are also handbags, watches and sunglasses in the unique DAKS style. For men there are fashion accessories such as silk scarves and belts and the beautiful DAKS silk foulard ties.

DAKS is expanding its sales worldwide and is now available in some 76 countries. The latest innovation is the duty free DAKS Corner.



ner, which opened in Seoul on September 30, a further development of the DAKS Corner concept, of which five more were recently opened.

## Cointreau Expands Its Line

The major drinks group Cointreau is diversifying into new markets, as well as expanding the international network of its Topline Tax Free Traders subsidiary in order to bring new and attractive products to the duty and tax free shopper.

Several major agreements are expected to be finalized this week at the Tax Free World Exhibition in Cannes, but already Cointreau has taken a majority share in Bizac, manufacturers of fine foods.

Other new additions to the Topline range include Swissbee watches, Lanvin and Therese Sudre jewelry, Pontifa clocks, Kellermann leatherware, Valrhona chocolates and Callard & Bowser confectionary.

Explaining the emphasis on tax free as opposed to conventional duty free lines, Topline marketing coordinator Peter Brandsma commented: "The sales growth of miscellaneous gift lines is far outstripping that of liquor and tobacco — so much so that this area is now worth over \$5 billion in worldwide tax free sales, only fractionally behind the traditional bastions of wines and spirits."

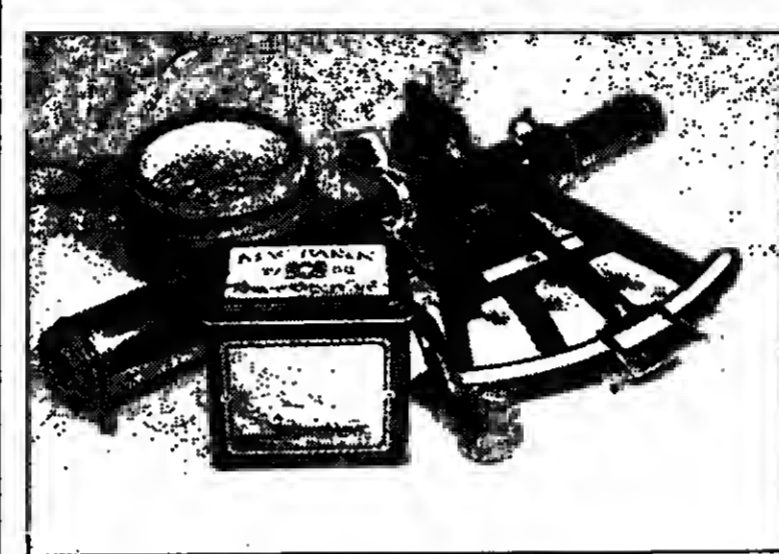
Topline, already represented in Benelux, Germany, Austria and

France is looking farther afield at the United States, the Caribbean, the Mediterranean and Middle East markets. "We are looking world-



Mr. Peter Brandsma of Topline.

wide at a combination of joint venture trading companies and greenfield operations," says Mr. Brandsma. "The Topline philosophy of concentrating solely on maximizing individual brand performance is rapidly gaining favor as an antidote to the huge, tax free marketing divisions where competing brands are often carried in the same portfolio."



## Traditional Favorite

The Danes are the world's leading pipe smokers, and Mac Baren is their most popular choice. The rest of the world seems to be following their lead, because over 80 countries now import a score of blends from Svendborg on the beautiful island of Funen.

More than 150 years of tradition have gone into this fine range of quality pipe tobacco. In duty free, look out especially for Mac Baren Mixture, Golden Blend and Plumcake, available in 50g pouches, 100g tins and 250g tins. In recent months there has also been an increasing demand for the more aromatic tobaccos such as Mac Baren Black Ambrosia and Golden Ambrosia. A new introduction to duty free this year, Navy Mixture, is also proving popular.

## New Service for Shoppers

It is possible to shop duty free and tax free in the main streets of many European cities and towns. For the foreign visitors, made-to-measure clothes, fabric lengths, cars, electronic and many other goods have always been available for purchase at preferential prices. But the recent advent of the Europe Tax Free Shopping Service is certain to make the whole process far simpler.

The need for this type of service is underlined by the \$340-\$374 million worth of VAT that went unclaimed last year. Visitors were either unaware or simply didn't care enough to act on their exemption.

Those that enjoyed the advantages of the Europe Tax Free Shopping Service were far luckier. This

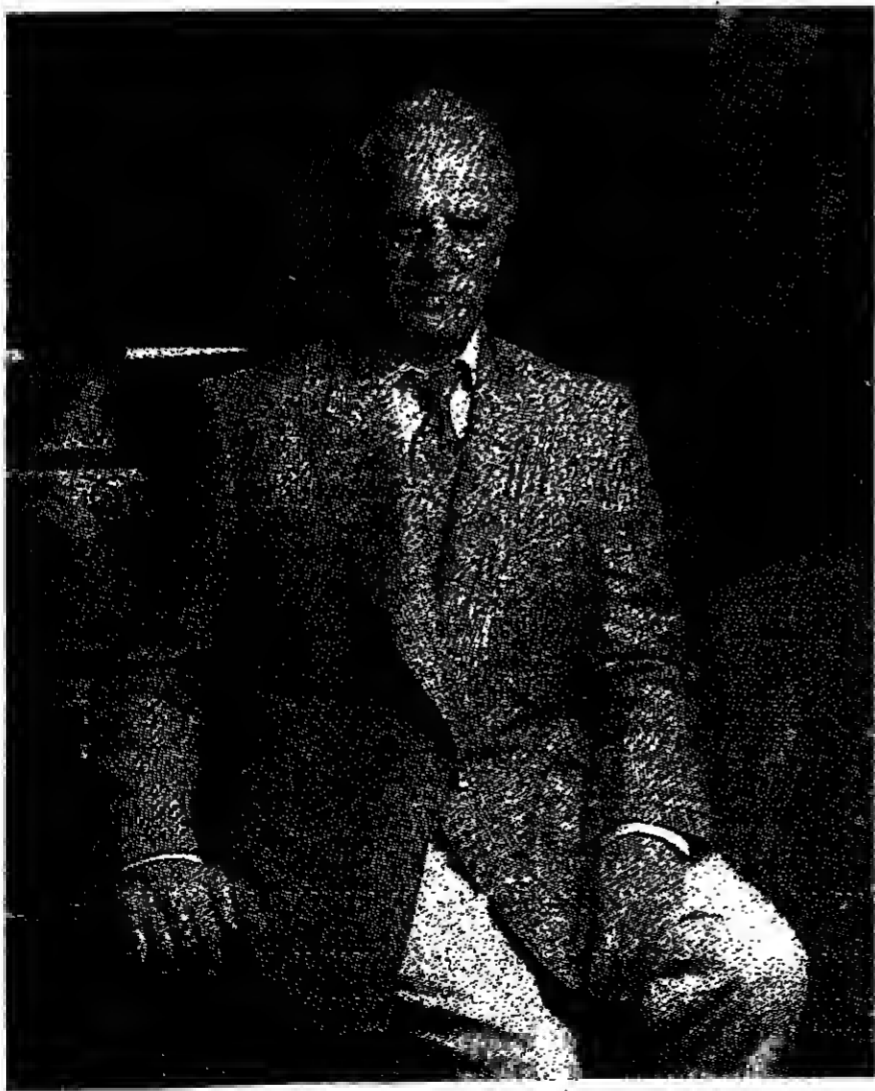
service is offered by a network of European stores that can be easily identified by their distinctive red, blue and black symbol.

The service gives visitors a voucher showing exactly how much tax they have paid, and where they would like to have it refunded. When visitors leave the country, they present these vouchers at the customs gate for stamping.

With this final seal of approval, the vouchers are then mailed back to the Europe Tax Free Shopping Service, which arranges repayment.

Despite the resistance of some airport operators, it seems likely that refund vouchers will soon be cashable at special desks in airport departure areas.

"Some of my best customers are so impressed with the Goldpfeil quality they're even switching to German cars..." Mr. Guy Greengard, Rodeo Drive, Beverly Hills.



We are exhibiting at the Tax Free World Exhibition in Cannes in the "Green Village" stand K 22. Enquiries: Goldpfeil Ludwig Krutten AG, EO Box 100062, Kemptenstrasse 28-29, D-6850 Offenbach, W. Germany, Telephone: (49) 69 580, Telex: 4152868, Fax: (49) 69 50227.

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# DUTY FREE

## New Shops Inaugurated at Moscow Airport

Within ten days of opening, Moscow's duty free shops had sold more bottles of premium brandy, such as Remy Martin's Louis XIII at \$398 a bottle, than Shannon sells in a year. Cashmere jackets at \$750 each were also top sellers. In Aer Rianta's view this makes Moscow a prime outlet for top-of-the-range merchandise.

The Aer Rianta deal was the 38th joint venture signed by the Russians with Western partners since the advent of perestroika. Aeroflot and the Irish company formed a joint company called Aerofirst, on February 16, 1988. Ireland's minister of transport, John Wilson, and a delegation of top Aer Rianta management led by Liam Skelly, assistant chief executive and manager of Shannon airport subsequently paid a preparatory visit to Moscow. Expecting months of negotiations, they were amazed at the speed with which agreement was reached. However, the Russians required the shops to be open in May 1988 to coincide with the inauguration of Pan Am's new jumbo jet service out of Moscow and the visit of President Reagan.

The Irish have the longest experience with this business, having opened the world's first duty free

The opening last May of two spacious duty free shops in Moscow's Sheremetyevo airport comes as something of a revelation because, while ubiquitous lines and disinterested sales people are the norm in Russian shops, here one is greeted by cheerful Irish assistants. This major entrepreneurial event in a country not noted for progressive retailing is the result of a close relationship between Aeroflot and Aer Rianta, Ireland's airport operating authority.

shops at Shannon airport in 1947, so Liam Skelly and his colleagues were determined to show the cynics in the foreign airlines and the diplomatic corps of Moscow that they could meet their target in just under the four-month limit. Construction began in the airport on April 4, and on May 1, 1988, the opening ceremony was conducted by John Wilson, Ireland's Transport Minister and His Excellency Gennadi Vasilievich Uranov, the Soviet Ambassador to Ireland, and Mr. Vladimir Nacharov, director general of Aeroflot.

The job of the Irish staff is not only to operate the two shops at Aer Rianta's high standard but to train a Russian team to work with them

and ultimately to take over the majority of the jobs. This is being achieved with great success because the Russians enjoy working with the Western goods and are proving themselves quick learners of sales techniques.

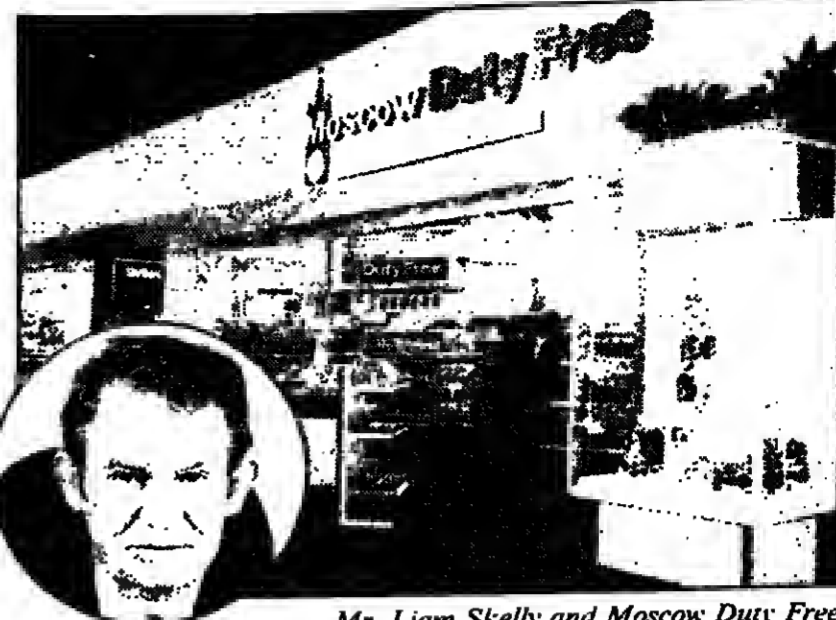
So what will the million or so passengers who pass through Moscow airport find in these duty free shops? Not surprisingly, Liam Skelly wants to make them a showcase for the finest Irish products such as Waterford crystal, Magee tweeds, Henry White ladies' fashion, Bailey's Irish Cream liqueur, Irish smoked salmon, Irish whiskey and Irish linen. All of these will be featured strongly among famous inter-

national brands such as Christian Dior and Johnnie Walker.

Russian goods will also be featured as David Hope, overall manager of the shops, upgrades their packaging to compare favorably with the non-Russian products in the shop. Aer Rianta is also taking the present Russian Beriozka airport shops into Aerofirst control. David Hope is wildly enthusiastic about a Russian armagnac which he says "would put others to shame," and praises porcelain from Leningrad and, naturally, Russian vodka.

Of particular interest to the traveler in the airport are the prices, which for some international brands are as much as 30 percent below the rates in other European duty free shops. A key factor is the comparatively low Russian wage rate. A Russian sales assistant in Moscow is paid \$75 a week compared to around \$350 in Shannon.

In their first year, the two Aerofirst shops are expected to take in \$20 million, Aer Rianta's agreement is that they can take their profits in hard currency, but Liam Skelly does not see such profits flowing until after two years or so of operation. This latest Irish/Soviet venture has opened the trade doors wide to oth-



Mr. Liam Skelly and Moscow Duty Free.

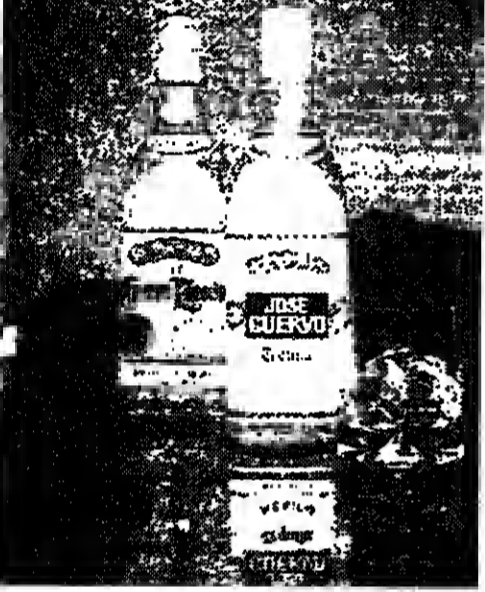
er commercial relationships. Duty free trading is likely to extend to Leningrad airport and the border with Finland at Vyborg and to the 20,000-strong diplomatic community in Moscow.

On August 8, 1988 Aeroflot introduced duty free sales on the Moscow to Tokyo route, managed by Aerofirst. Some 70 items are carried including Russian amber jewelry, vodka, and lacquered boxes with miniature inset paintings.

The joint agreement runs for an initial five years. The Russians have a 51 percent share in Aerofirst, a standard holding in all such deals, and have invested \$6.25 million, the Irish investing all their know-how and some \$2 million.

A returning Irish tourist summed up the effect of this example of perestroika when he said, "For the first time during our stay in the Soviet Union we felt welcome in a retail store."

Jose Cuervo  
The world's leading tequila



## Australia's Downtown Shops Have \$120 Million Turnover

On-airport operators and their government landlords are putting pressure on downtown shops to preserve their

own market share and concession fees. This insular attitude is scarcely an incentive for the tourist industry which, ac-

Bureaucracy has done little to help Australia's downtown duty free trade, a business legalized in 1970.

groups; those aimed at the wealthy Japanese visitor and those that cater specifically to the Western tourist. The former tend to buy only premium items such as very expensive cognac or fashion products and accessories. They usually employ specially trained Japanese staff and, in most cases, carefully nurture close

working relationships with tour companies. At the same time, these downtown stores are doing everything in their power to publicize their locations.

Indeed, Australia sees its greatest tourist potential as being the largely under-developed inter-Asia business. With this reservoir to draw on, plus the increasing affluence of the Asia/Pacific region, the potential for a vigorous duty free trade is apparent.

This awareness is stimulating other Australian services to help travelers plan their shopping. A recent development is the Travelers' Radio Service broadcasting news, information and advertising to Asian visitors in Asian languages.

This Advertising Section was written by Peter R. Wenban & Associates, London-based specialists in world duty free marketing.

The flavour of an island in a single malt.

Isle of Jura  
SINGLE MALT  
SCOTCH WHISKY



According to the Australian Tourist Commission, was valued at around \$2.26 billion — equivalent to 8 percent of the country's export earnings — in 1986.

Despite these obstacles, there are now 175 downtown shops in Australia and their annual turnover has reached a healthy \$120 million. They fall into two

THE BEST OF TASTE:  
MIX A BEEFEATER  
MARTINI

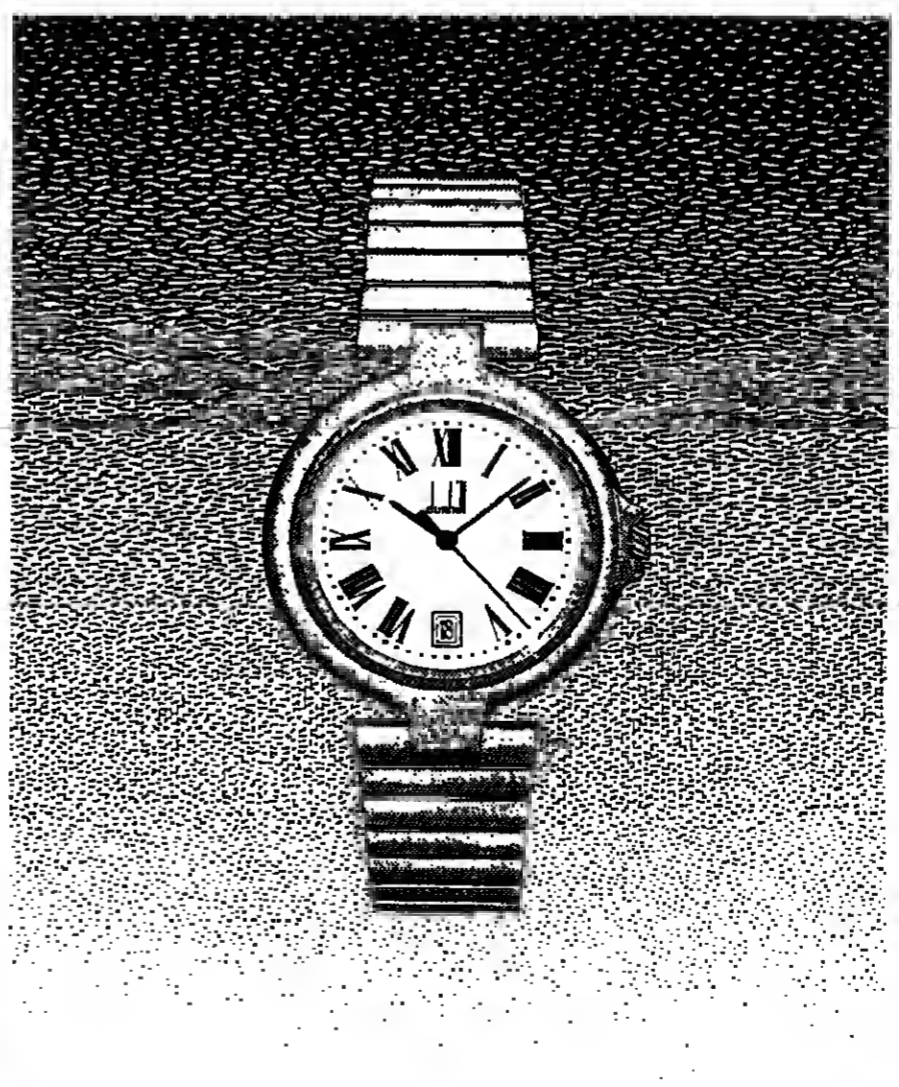
Take Beefeater Gin and dry Vermouth in a proportion anywhere from 21 to 1 to 5 to 1. Pour into an ice cold mixing glass with ice, stir and then strain. Add a twist of lemon.

Cheers!  
For a recipe leaflet which further demonstrates the excellence and versatility of Beefeater Gin why not write to:  
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Montford Place, Kennington Lane,  
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CURRENCY MARK  
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Bundesbank Unes  
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OTC  
Prices

CURRENCY MARKETS

Dollar Declines as Sterling Recovers

NEW YORK — The dollar closed slightly weaker against most major currencies Tuesday, depressed by news of a sharper than expected drop in U.S. durable goods orders in September.

Ed Johnson, vice president in foreign exchange at Harris Bank in Chicago, noted that the dollar opened firmer against the mark, but the durable goods number was much weaker than we anticipated.

against the mark Tuesday, rising to 3.1388 DM at the close in London from 3.1308 at Monday's close. The market had confidently expected Mr. Lawson to spell out his anti-inflation commitment, after his failure to do so in a speech last week contributed to a 6 pfennig drop in the pound.

London Dollar Rates table with columns for Currency, Bid, Ask, and Source.

KOHLBERG: The Kings of the Leveraged Buyout, Young and Wealthy

(Continued from first finance page) philosophical reasons, hinting that he was concerned about the growing size of the deals his partners wanted to pursue.

But the age of his former partners — nearly 20 years his junior — demonstrated the fact that Wall Street is, increasingly, a young man's game. Mr. Kohlberg was coming back at a time when his partners were moving into high gear.

to help finance deals in conjunction with the capital the firm draws from its \$3 billion fund. Since buyout firms usually borrow about \$9 for every \$1 of equity in a buyout, the Kohlberg-Kravis fund gives it total purchasing power of almost \$50 billion.

skier and motorcycle rider who plays as hard as he works, those close to him say. In college, he was captain of his golf team.

Bundesbank Unexpectedly Fine-Tunes Its Monetary Policy

By Ferdinand Protzman International Herald Tribune FRANKFURT — In a surprise move, the Bundesbank fine-tuned its monetary policy Tuesday, calling tenders on 28-day securities repurchase agreements at a variable interest rate with no minimum bid and raising its discount rate by 5 billion Deutsche marks (\$2.8 billion).

While sources close to the Bundesbank said its action was not motivated by those pressures, the moves do give the bank more monetary policy flexibility that could aid it in coping with exchange-rate pressures.

The West German call money rate, or interest rate on overnight funds, was quoted at 4.70 to 4.80 percent late Tuesday, while the rate on one-month funds was 4.85 to 4.95 percent.

Money market dealers said the moves were also designed to acoustion banks to the one-month, U.S.-style variable rate tender with no minimum bidding rate which the Bundesbank has recently adopted.

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Kohlberg, Kravis's staff of just 15 professionals puts in long hours and is paid enormously well. The ultimate payoff, of course, is to become a partner and earn the right to take a share of the huge profits.

1976 by three partners at Bear, Stearns & Co. Mr. Kohlberg, who holds a business degree from Harvard and a law degree from Columbia, was head of investment banking at Bear, Stearns, while Mr. Kravis, who is 44, and Mr. Roberts, 45, both worked for him.

When Kohlberg-Kravis, which has completed about \$40 billion worth of buyouts, is asked its response to the criticisms, spokesmen have generally pointed to the record of their deals.

Mr. Kravis has three children from his first marriage, which ended in divorce. His second wife is Carolyn Roehm, a well-known fashion designer.

He lives in opulence, shutting between a huge Manhattan apartment and a home in Sharon, Conn. He is a well-known art collector and philanthropist.

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Tuesday's OTC Prices. NASDAQ prices as of 4 p.m. New York time. This table compiled the OTC consists of the 1,000 most traded securities from the dollar volume. It is updated twice a year. Via The Associated Press.

Turnover. Advertisement for a financial service or product.

The very in good. Advertisement for a product or service.

Advertisement for a financial service or product.

Advertisement for a financial service or product.

Advertisement for a financial service or product.

Tuesday's AMEX Closing. Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.

(Continued) AMEX Closing tables.

AMEX High-Lows. Tables include the nationwide prices up to the closing on Wall Street and do not reflect late trades elsewhere.

AMEX High-Lows (Continued) tables.

AMEX High-Lows (Continued) tables.

AMEX High-Lows (Continued) tables.

BOOKS

MRS. THATCHER'S REVOLUTION: The Ending of the Socialist Era

By Peter Jenkins. 417 pages. \$25. Harvard University Press, 79 Garden Street, Cambridge, Mass. 02138.

THATCHER
By Kenneth Harris. 248 pages. \$19.95. Little, Brown, 34 Beacon Street, Boston, Mass. 02108.

Reviewed by Bernard D. Nossiter

PETER JENKINS, the thoughtful political columnist for The Independent, the British daily, has written a most useful book, a dense and provocative account of Margaret Thatcher's eight-year rule.

Jenkins believes Thatcher has achieved her central objectives, killing socialism once and for all, mortally wounding the trade unions, destroying local governments, some of whose Labor Party-controlled councils whimsically gave away taxpayers' money to lesbians, folklorists and environmentalists. More positively, her Conservative government has brought about a massive redistribution of wealth, taking from the bottom, giving to the top. In a study made since Jenkins wrote, it appears she has sliced about \$38,000 from the taxes paid by each member of Britain's richest 1 percent; those in the lower half have enjoyed a cut of about \$500.

This revolution is clearly marked with her personal stamp. Thatcher has completed the evolution from cabinet to prime ministerial government, moving and rebalancing finance and foreign ministers with the ease of a strong American president.

In Jenkins's view, she accomplished her revolution by standing John Maynard Keynes on his head. In the great slump of 1980-82, she deflated instead of reflate, she increased taxes to reduce aggregate demand instead of strengthening demand with tax cuts or spending. This was breathtaking, something even a Reagan would not dare. The resulting unemployment, three million (or about 12 million on an American scale), purged all the evil humors. It reduced an inflation that had touched 20 percent to the 4-to-5 percent now thought acceptable. The lack of jobs and fall in membership tamed trade unions that had once been a formidable force for inflation in the land. The new economic earthquake shattered her political opposition, dividing Liberals of the classic center into unrecognizable new parties, exacerbating the fractures in the feeble Labor Party, her chief opposition.

Jenkins, the rare journalist who is numerate as well as literate, makes a strong case, but he claims both too much and not enough. For one thing, Thatcher has been very lucky. As she came into office, there were two critical events. North Sea oil began flowing, freeing any government in the 1980s from the balance of payments constraint that had inhibited policy for 35 years after the war. At the same time, Paul Volcker launched his assault on U.S. inflation, creating the deepest postwar slump, one broad enough to reach Europe and collapse world commodity prices.

Jenkins rightly stresses the creation of deliberate unemployment as the key to Thatcher's handiwork. Since he has written, she has permitted unemployment to come down a bit, although it is much higher than the two million officially reported. She has cut the jobless rolls substantially by redefining several hundred thousand out of the dole queue. Unsurprisingly, prices are rising again, money is being tightened and somehow, despite the oil, the balance of trade has fallen into deep deficit. In the end, Robert Solow of MIT may be nearer the mark. The Thatcher revolution consists largely of discovering that high unemployment is politically tolerable. The software programmer in London or the

McDonald's waitress in Leeds does not feel threatened when a Belfast shipyard closes. Helmut Kohl in West Germany and Ronald Reagan in the United States have discovered much the same thing, restraining inflation with high unemployment. As Jenkins observes, this discovery ends the postwar consensus for high levels of employment.

Kenneth Harris is a different kind of journalist. He carries a reputation for asking notable precisely the questions they would have asked themselves. His little book will leave Harris's reputation undimmed. We are quickly told that "Margaret Thatcher's standing today is higher than that of any prime minister since the Second World War"; that "she is the most outstanding peacetime prime minister of the century." Like Clement Attlee's, her policies are "based on morals," and, like Attlee, she can be described as "the most ethical prime minister Britain has ever had."

Bernard D. Nossiter reported from London for The Washington Post from 1971 to 1979. He is the author of several books, including most recently "The Global Struggle For Marx." He wrote this for The Washington Post.

BEST SELLERS

The New York Times
This list is based on reports from more than 2,000 bookstores throughout the United States. Weeks on list are not necessarily consecutive.

Table with columns: Rank, Title, Author, Last Week, Weeks on List. Includes 'The Cardinal of the Kremlin' by Tom Clancy, 'The Queen of the Damned' by Anne Rice, 'Breathing Lessons' by Anne Tyler.

NONFICTION

Table with columns: Rank, Title, Author, Last Week, Weeks on List. Includes 'A Brief History of Time' by Stephen W. Hawking, 'The Ragman's Son' by Kirk Douglas, 'Press On!' by Chuck Yeager and Charles Leach.

ADVICE, HOW-TO AND MISCELLANEOUS

Table with columns: Rank, Title, Author, Last Week, Weeks on List. Includes 'The 8-Week Cholesterol Cure' by Robert E. Kowalski, 'Swim with the Sharks Without Being Eaten Alive' by Harvey Mackay.

World Stock Markets

Via Agence France Presse Closing prices in local currencies, Oct. 25

Table of stock market data for Amsterdam, Brussels, Frankfurt, London, Madrid, Milan, Paris, Rome, Tokyo, Zurich, and other international markets.

Table of stock market data for Toronto, Mexico, and other regional markets.

Table of stock market data for Singapore, Manila, and other regional markets.

Table of stock market data for Stockholm, Sydney, and other regional markets.

Table of stock market data for Seoul, Taipei, and other regional markets.

Table of stock market data for various international markets including London, New York, and others.

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CROSSWORD puzzle grid with clues for 1-49.

WEATHER forecast table for Europe, Asia, North America, Africa, and Latin America.

DENNIS THE MENACE comic strip panels showing Dennis and Groucho.

JUMBLE word game advertisement with a grid and instructions.

PEANUTS comic strip panels showing characters like Woodstock and Snoopy.

BLONDIE comic strip panels showing Blondie and Dag.

BEETLE BAILEY comic strip panels showing Beetle Bailey and his dog.

DOONESBURY comic strip panels showing characters like Mr. Doonee and Mrs. Doonee.

WIZARD OF ID comic strip panels showing a wizard and his assistant.

WAGS CLAM BAAI ELAM ROXY SALSAL LOPE ADIT KNOTS SHELLFISH IDEAS HARLOT SETS TYRO ASHCAN STABS UMPIS ERIE IAGO FLEET LEDA ARAM LEGS CLEAR MARBLE ATTU SODA ARAFAT OMAHA SHELLGAME BORED TOLE ATAR EVILS OMAN TASS VELL RENT ELSE

DOONESBURY comic strip panels showing characters like Mr. Doonee and Mrs. Doonee.

DOONESBURY comic strip panels showing characters like Mr. Doonee and Mrs. Doonee.

GARFIELD comic strip panels showing Garfield and Odie.

GARFIELD comic strip panels showing Garfield and Odie.

Large vertical advertisement for 'The Corporation' and 'Mary's Place' on the right edge of the page.

SPORTS

Of Corporate Raids and Cleats

LONDON — Soccer seldom has the audacity to dispute a well-worn cliché, but here goes. Behind every great European club there is a... No, not a woman. A corporate industry.

PSV Eindhoven, the property of Philips NV, the giant electronics and appliance concern, begins defending the European Cup on Wednesday with a little flexing of its buying power.

"If all goes according to plan, PSV will fly in Romario Faria, the Olympian whose goals in Seoul made him an obvious target to join 226 other Brazilians migrating to soccer's continent of plenty."

"Today is one of the greatest of my life," said Romario on signing for PSV. "When this contract expires, I might even consider retirement."

Why not? He might then be all of 26, and rich enough not to pretend he enjoys being kicked by lanky Europeans anymore.

Romario — small, chummy, acrobatic — will run and run to sniff out goals. He's good, but he strikes me as a poor man's Hugo Sanchez (the Real Madrid Mexican whose price would blow a considerably bigger hole in Philips's cash flow).

The Romario ransom, as announced in Brazil two weeks ago, totals \$4.7 million, including a down payment from PSV to Romario of \$1 million and another \$450,000 from his club, Vasco da Gama.

Then there's his monthly fee of \$5,000, plus a car, plus apartment, plus five round-trip, Amsterdam-to-Rio air tickets per year.

There are a few extras but, heck, a man has rights to some pecuniary privacy even if Brazilian officials see him as one more example of modern "slave trading."

Eindhoven's expected first sight of him a week ago, but the grapevine says negotiators are working on ways to lessen tax liabilities by making payments in kind or writing off debts.

Only goals will tell if he's worth it. Among recent Brazilian moves, Caracas soccer twice for Napoli last Sunday. Romario's much wanted Renato has yet to convince the cognoscenti, and Newcastle United fans wonder why their English club flounders if Mirandinha is a goal genius.

At best, Romario will be a spectator in the Philips Sportpark on Wednesday when PSV might need his skills most. It is up against FC Porto, the European champion two seasons ago.

Porto has found ways, none too popular in Lisbon, to bounce back. It plucked from Benfica the sweeper Dito and striker Rui Aguiar, leaving such a nasty aftermath that Benfica's president refused to sit in the director's box when the team met last Sunday.

Porto's method in stealing its neighbor's possessions filled hines where richer Europeans had enticed away its own winners.

Racing Paris, the "works" team of Renault, took Porto's coach, and among the defectors stars was the Portuguese prodigy Paulo Futre. The deep peseta pockets of Jesus-Gil, the Atletico Madrid president, bought him.

Nb bonuses this year for Futre. Gil was not amused when his club was dumped out of Europe at last month's first round. So he sacked another coach, hired

an Englishman for \$250,000 a year, and tries to buy another miracle.

Gil, so far as I know, uses his own fortune. He's in the mold of Spanish/Italian industrial barons whose fascination with soccer comes through insatiable love of the thing, envy of young talent, and insatiable desire to buy the best and buy the prize.

Señor Gil is out. But Barcelona's president, José Luis Núñez, backed by Catalan fervor, gave the new coach, Johan Cruyff, \$22 million to spend this summer. Having lost at Real Madrid on Sunday, Núñez will demand European Cup Winners' Cup victory over Poland's Lech Poznan on Wednesday.

No less demanding will be Silvio Berlusconi, the continent's most powerful TV mogul, whose multi-million-dollar team, Milan, is expected to beat Red Star Belgrade.

And in less is the urgency of Fiat's chairman, Gianni Agnelli, whose ZYV engine for his beloved Juventus is Alexander Zavarov. Agnelli, who once used Fiat connections to prize Ziginiev Boniek out of Poland, has now opened a Soviet door.

Agnelli's quest with Juventus, a two-way liaison between corporate prestige and sporting addiction, has endured for decades. But the roads are more crowded now.

Not only did Philips power PSV to the European Cup this spring, but Bayer Leverkusen won the Uefa Cup.

The connection is industrial. Philips had run the soccer club for 75 years. Bayer Leverkusen had interests in two factory teams, Uerdingen and Leverkusen, for most of this century.

But the serious business impetus began in earnest only in the 1980s. Leverkusen, known as the gray mouse, joined the Bundesliga only eight years ago.

Before that, its Olympic athletes, among a dozen others sports, were the prestige winners. But last season's European triumph was built on Tita, an imported Brazilian, Bum Kun-Cha from South Korea, Andrzejj Bunoi from Poland, and solid, experienced West Germans like Ralf Falkenemper.

These players won a bonus of \$17,000 each for European victory. The club banked \$3.5 million, but immediately spent some of it hiring the Netherlands' European Championship coach, Rinus Michels.

And in May, Bayer procured the Polish striker Marek Lesniak. The price? \$1.3 million, plus consignments of chemicals to Poland.

Is nothing home grown with just sporting roots? Sure it is. Kees Ploegman, the administrator who runs PSV for Philips, insists: "We want only players who will give 100 percent for PSV. No mercenaries, thank you. You can't create a team just by waving a check book. What matters is not having 11 great individuals but one great team."

Thank goodness! PSV, budgeted to the tune of \$5 million a year from the parent company and others sponsors, is as keen on child-rearing as importing Brazilians.

Hence the "nursery," a home away from home where 17 youths live and study and are trained to be future lights of Eindhoven.

That, too, has to be paid for. That, too, is a gamble. Because soccer is more than a business. Deep down, I'm almost sure it's a sport.

Rob Hughes is on the staff of the Sunday Times.



The Bears' Steve McMichael presses in to stop Tom Rathman of the 49ers during the first quarter.

Bears' Defense Freezes 49ers

**By Michael Wilbon**  
Washington Post Service

CHICAGO — With no Fridge, no Gary Fencik, no Wilber Marshall, no Otis Wilson, with rookie linebackers and defensive backs nobody has ever heard of, the Chicago Bears still believe it is down-right unmanly to give up 10 points.

Under a full moon and cold skies, the Bears bowled and chased Joe Montana right off the field Monday night, playing the kind of defense that made them champions of the National Football League in 1985. And in doing so, they avenged an embarrassing loss to San Francisco last year by scoring a 10-9 victory here against the 49ers that was short on style and long on head-knocking.

"We have for many seasons been able to run and throw the football, but tonight we couldn't," the 49ers coach, Bill Walsh, said. "The Bears would not let us do anything. We would not quarrel with that."

The Bears were so completely convinced that the 49ers could not move the ball against them, they even convinced Mike Ditka, the Bears coach, to go for it on fourth-and-one at midfield with three minutes to play, even though a punt was obviously in order.

With 3:12 to play, the Bears probably should have punted on fourth-and-one. But punter Brian Wagner had had about as poor a game as a punter can have, and Ditka listened to his players.

After taking a 7-0 lead midway through the first quarter on a 25-yard touchdown pass from Montana to Jerry Rice, the 49ers got 14 total yards on the next 16 plays.

Walsh brought Steve Young in for Montana, even though Young had pulled a muscle in his back before the game and could not go on the field on first down, and handed off to Craig for five yards (to the Bears' 49) on second down.

After the two-minute warning, Young was blasted by tackle Dan Hampton after a two-yard gain on

"We were fortunate to win the game, off what we did offensively," said Ditka. "We did some bad things offensively, we used some bad judgments as coaches. But we didn't do anything bad on defense. I'll tell you that."

So how does this Bears defense compare with others? The last time they held five straight opponents under 10 points was 1942. After eight games, the Bears have allowed 83 points, 33 fewer than No. 2 Cleveland and 57 fewer than New Orleans, the team many consider the best in the NFC.

The 49ers left shaking off their heads, trying to figure out how to beat the Saints (7-1) and the Los Angeles Rams (6-2). The 49ers, who had been averaging 415 yards per game, finished with 215. They also had been scoring 23.7 points per game and knew they had run into a brick wall.

VANTAGE POINT/Dove Anderson

Gastineau: Hold The Curtain Calls

New York Times Service

NEW YORK — For more than nine seasons, Mark Gastineau was on the New York Jets' football team. But for all his sacks, he was never anybody's teammate.

In the across that coaches draw on blackboards, Gastineau was once a feared All-Pro pass-rusher. And he had seven sacks in seven games this season when he suddenly walked out on the Jets last week.

But in a sport that demands a chorus, he was always a soloist. He played by himself for himself.

The Jets not only will not miss him, they are better off without him, as they showed in their 44-30 victory over the Miami Dolphins on Sunday, and as they will show for the rest of this season and for seasons to come.

Gastineau departed as his fiancée, Brigitte Nielsen, disclosed she has uterine cancer. Based on that, nobody can quibble with his leaving in his better health, especially with his surrender of \$435,937 in salary. But other professional athletes, just as other people all over the world, stare at the job despite life-and-death "personal problems." Typical of Gastineau's behavior through the years, last Wednesday he told his teammates that he was "dedicating his season" to them. On Thursday he phoned his coach, Joe Walton, and declared that his season was over.

But his turnaround did not surprise anyone familiar with Gastineau's behavior as a team member who was never a teammate. As much as the Jets need a pass rusher, Bud Carson, the team's defensive coordinator, on Monday put Gastineau's contribution into its proper perspective.

"He never had any discipline, he never had any dedication," Carson said. "Except to sack the passer."

By the Jets' count, Gastineau had 107 1/2 career sacks, including a record 22 in the 1984 season. But that is all he lived for. His sacks. Not the Jets' sacks. His sacks.

In the years before his sack dance was outlawed, it was not so much that the other Jets defenders resented his dancing, it was that he would push them away so that he could dance alone, a soloist at center stage.

Another source of irritation was that the Jets called "Gastineau rules."

If the players were allowed to wear dress jeans on a road trip, Gastineau would show up in faded jeans. That defiance created a Gastineau rule: on the next road trip, ooooooes were allowed.

When he wore shorts in a hotel lobby on a road trip, that created another Gastineau rule: oo shorts in a hotel lobby.

And when he was often the last player to arrive at the airport for a road trip, a Gastineau rule was cre-

ated: every player must be at the airport half an hour before the scheduled departure time.

Another Gastineau rule was that, before a Monday night game at Giants Stadium, the Jets must check into Loew's Glenpointe hotel in Teaneck, New Jersey, by 7 P.M. on Sunday before taking a bus at 7:30 to the stadium for a workout. On the night before what turned out to be his last game, the 37-14 loss to the Buffalo Bills, Gastineau was fined \$250 for not checking in on time.

When the Jets were in their Fort Lauderdale, Florida, hotel on Saturday night, one of the players asked which of the assistant coaches was taking bedcheck at 11 o'clock.

"We don't need bedcheck," somebody said, "99's not here."

In pro football, some carefree souls are cherished by their teammates, but Gastineau was not so much. As he was careless, so were the Jets.

Asked Monday if the Jets would miss him, Walton and Carson both talked about how "we don't have a lot of pass rushers right now."

In his kind manner, Walton acknowledged that Gastineau was "a character who caused you some anxious moments." Walton may have been thinking of the roughing-the-passer penalty that enabled the Cleveland Browns in rally for a double-overtime, 23-20 victory in a 1986 divisional playoff.

When he came upon Walton while crossing the Jets players' picket line in last year's strike, Gastineau spoke of his "loyalty" to Leon Hess, the Jets' owner. But that loyalty ended last week.

Once the season ends, the Jets might trade Gastineau's rights, possibly to the Raiders or the Rams, if he were to pursue the Hollywood career he has vaguely spoken about. But on the Jets, Mark Gastineau was a bad actor.

Tyson's Trainer Guilty Of Harassing His Wife

**By David E. Sanger**  
The Associated Press

CATSKILL, N.Y. — Kevin Rooney, the trainer of Mike Tyson, boxer's heavyweight champion, pleaded guilty Tuesday to a charge of harassing his estranged wife.

His wife, Bonnie, had filed a complaint following an incident to which Rooney reportedly harassed her over the phone and hit her on the head with a suitcase.

He pleaded guilty to a charge of harassment and not guilty to two other related charges and was released on \$5,000 bond. The local district judge ordered Rooney to pay a \$250 fine and released him conditionally from a 15-day jail sentence.

Hockey's Pacifist Surrenders

Compiled by Our Staff from Dispatches

UNIONDALE, New York — It was on a September night 11 years ago in Vancouver, British Columbia, that the New York Islanders discovered a tandem that would lead them to four Stanley Cups.

During an exhibition game against the Canucks, the Islanders coach, Al Arbour, teamed Mike Bossy, a rookie right wing, with Bryan Trottier, a former Rookie of the Year center. From that night until Bossy was sidelined for good by a back problem in the 1987 playoffs, the duo was unstoppable on the ice and inseparable off it.

Bossy, the sixth-leading goal-scorer in National Hockey League history and No. 1 in playoff goals, announced his retirement Monday. He tried for a year and a half to beat his back problems and could not.

"Trots and Bossy, what a pair," said Bill Trotter, the team president and general manager. "I remember when we put them together for the first time. They were made for one another. It was obvious right away. They scored a goal that seemed so natural for both of them."

"After that game in Vancouver, Al and I sat together going over each player. When we got to them, we just looked at each other and said, 'How about that pair?' We knew we had something."

In Bossy, the Islanders had one of the game's greatest and most respected players. His clean



Mike Bossy

"My back has won the battle," Bossy, 31, acknowledged on Monday. "Basically, I came to the conclusion that there was just no sense in hoping it would improve."

Bossy will move to Quebec in December and combine a broadcasting job for the Nordiques with a vice presidency at Titan, a hockey equipment maker.

Trottier said he knew right away that night in Vancouver that he and Bossy had something special.

"On the ice I could see it in his eyes," Trottier said. "That instant communication was there, without even having to speak to each other. You know what each other is thinking. It's very rare to have that."

It is also rare to have a professional hockey player without a mean streak. Ever the pacifist, Bossy was the first NHL player to publicly deny the role of fighting in his sport, and his convictions cost him.

"Throughout my junior career and probably until after we won the first cup against Philadelphia, I was known as a wing because I wouldn't fight, and I felt I had to prove every day that I wasn't one," Bossy said. "That could have been the undoing of my professional career in that last season, but I'll never regret doing it."

Trotter presented Bossy with a No. 22 jersey and said the number was being retired.

(AP, NYT)

SCOREBOARD

FOOTBALL		GOLF																																																																																																																																																																			
<p><b>NFL Standings</b></p> <p>AMERICAN CONFERENCE</p> <table border="1"> <tr><td>Buffalo</td><td>8-2</td><td>Pt.</td><td>10-0</td></tr> <tr><td>N.Y. Jets</td><td>4-4</td><td>Pt.</td><td>8-1</td></tr> <tr><td>Miami</td><td>4-4</td><td>Pt.</td><td>7-0</td></tr> <tr><td>Indianapolis</td><td>3-5</td><td>Pt.</td><td>7-0</td></tr> <tr><td>New England</td><td>3-6</td><td>Pt.</td><td>6-1</td></tr> <tr><td>Atlanta</td><td>2-7</td><td>Pt.</td><td>5-2</td></tr> <tr><td>Cincinnati</td><td>1-8</td><td>Pt.</td><td>5-2</td></tr> <tr><td>Cleveland</td><td>1-8</td><td>Pt.</td><td>4-3</td></tr> <tr><td>Houston</td><td>1-8</td><td>Pt.</td><td>4-3</td></tr> <tr><td>Pittsburgh</td><td>1-8</td><td>Pt.</td><td>3-4</td></tr> <tr><td>Denver</td><td>1-8</td><td>Pt.</td><td>3-4</td></tr> <tr><td>Seattle</td><td>1-8</td><td>Pt.</td><td>3-4</td></tr> <tr><td>L.A. Raiders</td><td>1-8</td><td>Pt.</td><td>2-5</td></tr> <tr><td>San Diego</td><td>1-8</td><td>Pt.</td><td>2-5</td></tr> <tr><td>Kansas City</td><td>1-8</td><td>Pt.</td><td>1-9</td></tr> </table> <p>NATIONAL CONFERENCE</p> <table border="1"> <tr><td>N.Y. Giants</td><td>5-3</td><td>Pt.</td><td>10-0</td></tr> <tr><td>Washington</td><td>5-3</td><td>Pt.</td><td>9-1</td></tr> <tr><td>Philadelphia</td><td>4-4</td><td>Pt.</td><td>8-0</td></tr> <tr><td>Phoenix</td><td>4-4</td><td>Pt.</td><td>8-0</td></tr> <tr><td>Dallas</td><td>4-4</td><td>Pt.</td><td>7-1</td></tr> <tr><td>Chicago</td><td>3-5</td><td>Pt.</td><td>7-0</td></tr> <tr><td>Minnesota</td><td>3-5</td><td>Pt.</td><td>6-1</td></tr> <tr><td>Green Bay</td><td>2-6</td><td>Pt.</td><td>5-2</td></tr> <tr><td>Tampa Bay</td><td>2-6</td><td>Pt.</td><td>5-2</td></tr> <tr><td>New Orleans</td><td>1-7</td><td>Pt.</td><td>5-2</td></tr> <tr><td>L.A. Rams</td><td>1-7</td><td>Pt.</td><td>4-3</td></tr> <tr><td>San Francisco</td><td>1-7</td><td>Pt.</td><td>3-4</td></tr> <tr><td>Arling</td><td>1-7</td><td>Pt.</td><td>3-4</td></tr> <tr><td>Atlanta</td><td>1-7</td><td>Pt.</td><td>3-4</td></tr> </table>		Buffalo	8-2	Pt.	10-0	N.Y. Jets	4-4	Pt.	8-1	Miami	4-4	Pt.	7-0	Indianapolis	3-5	Pt.	7-0	New England	3-6	Pt.	6-1	Atlanta	2-7	Pt.	5-2	Cincinnati	1-8	Pt.	5-2	Cleveland	1-8	Pt.	4-3	Houston	1-8	Pt.	4-3	Pittsburgh	1-8	Pt.	3-4	Denver	1-8	Pt.	3-4	Seattle	1-8	Pt.	3-4	L.A. Raiders	1-8	Pt.	2-5	San Diego	1-8	Pt.	2-5	Kansas City	1-8	Pt.	1-9	N.Y. Giants	5-3	Pt.	10-0	Washington	5-3	Pt.	9-1	Philadelphia	4-4	Pt.	8-0	Phoenix	4-4	Pt.	8-0	Dallas	4-4	Pt.	7-1	Chicago	3-5	Pt.	7-0	Minnesota	3-5	Pt.	6-1	Green Bay	2-6	Pt.	5-2	Tampa Bay	2-6	Pt.	5-2	New Orleans	1-7	Pt.	5-2	L.A. Rams	1-7	Pt.	4-3	San Francisco	1-7	Pt.	3-4	Arling	1-7	Pt.	3-4	Atlanta	1-7	Pt.	3-4	<p><b>PGA Leaders</b></p> <p><b>EARNINGS</b></p> <table border="1"> <tr><td>J. Jay Sindler</td><td>\$766,428</td></tr> <tr><td>J. Jay Sindler</td><td>\$653,234</td></tr> <tr><td>B. Ben Cronshaw</td><td>\$627,295</td></tr> <tr><td>C. Curtis Strange</td><td>\$588,664</td></tr> <tr><td>A. Ken Green</td><td>\$555,847</td></tr> <tr><td>M. Mark Calcavecchia</td><td>\$545,379</td></tr> <tr><td>L. Larry Wadkins</td><td>\$543,882</td></tr> <tr><td>D. David Frost</td><td>\$533,880</td></tr> <tr><td>S. Steve Pelt</td><td>\$533,771</td></tr> <tr><td>F. Fred Couples</td><td>\$502,700</td></tr> <tr><td>M. Mark McCumber</td><td>\$488,853</td></tr> <tr><td>T. Tom Kite</td><td>\$471,545</td></tr> <tr><td>G. Greg Norman</td><td>\$461,844</td></tr> <tr><td>M. Mike Reid</td><td>\$452,243</td></tr> </table> <p><b>SCORING</b></p> <table border="1"> <tr><td>C. Curtis Strange</td><td>67.4</td></tr> <tr><td>P. Payne Stewart</td><td>67.4</td></tr> <tr><td>B. Ben Cronshaw</td><td>67.4</td></tr> <tr><td>C. Curtis Strange</td><td>67.4</td></tr> <tr><td>F. Fred Couples</td><td>67.4</td></tr> <tr><td>M. Mark McCumber</td><td>67.4</td></tr> <tr><td>T. Tom Kite</td><td>67.4</td></tr> <tr><td>G. Greg Norman</td><td>67.4</td></tr> <tr><td>M. Mike Reid</td><td>67.4</td></tr> </table>		J. Jay Sindler	\$766,428	J. Jay Sindler	\$653,234	B. Ben Cronshaw	\$627,295	C. Curtis Strange	\$588,664	A. Ken Green	\$555,847	M. Mark Calcavecchia	\$545,379	L. Larry Wadkins	\$543,882	D. David Frost	\$533,880	S. Steve Pelt	\$533,771	F. Fred Couples	\$502,700	M. Mark McCumber	\$488,853	T. Tom Kite	\$471,545	G. Greg Norman	\$461,844	M. Mike Reid	\$452,243	C. Curtis Strange	67.4	P. Payne Stewart	67.4	B. Ben Cronshaw	67.4	C. Curtis Strange	67.4	F. Fred Couples	67.4	M. Mark McCumber	67.4	T. Tom Kite	67.4	G. Greg Norman	67.4	M. Mike Reid	67.4
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Baseball's Best? Clemens

**The Associated Press**

NEW YORK — Rankings compiled for major league baseball say pitcher Roger Clemens of the Boston Red Sox is the games' best player.

Clemens, who won the Cy Young Award in 1986 and 1987 but slipped to 18-12 this year, had a 96.203 score for the 1987-88 seasons, according to computer rankings by the Elias Sports Bureau.

Orel Hershiser, the Most Valuable Player of the National League playoffs and the World Series for the Los Angeles Dodgers, was second at 96.155.

Frank Viola of the Minnesota Twins was third at 96.097 and Dwight Gooden of the New York Mets fourth at 95.169. Both are pitchers. Outfielder Dwight Evans of Boston was the top non-pitcher, ranking fifth with a score of 94.795.

Don Mattingly of the New York Yankees in 1987 achieved the first 100 in the eight-year history of the rankings, which are used to determine what draft choices are used as compensation for free agents. Mattingly slipped in 87 this year and was passed by George Brett of the Kansas City Royals at first base in the American League.

The ranking, instituted as part of the strike settlement in 1981 between the Major League Baseball Players Association and the owners, combine statistics such as batting average, plate appearances,

SIDELINES

**Los Angeles Throughs Cheer Dodgers**

LOS ANGELES (AP) — Manager Tommy Lasorda danced for a city still giddy over the Dodgers' World Series triumph over the Oakland Athletics.

"When we went to spring training, we had one goal in mind," Lasorda told thousands of cheering fans Monday at a rally at City Hall following a downtown parade to honor the winners. "It wasn't to just win the World Series, but it was to win the World Series."

Lasorda kept a promise and did a few dance steps for the crowd.

Australian Yachtsmen Join Forces

FREMANTLE, Australia (AP) — Two leading Australian's Cup yachting syndicates will join forces, the syndicate heads, Alan Bond and Paul Ramsay, said Tuesday.

The Ramsay group will now be chaired by Bond, with Ramsay as vice-chairman, a joint statement said. The new syndicate is to continue with both its challenges. One will be issued through the Royal Perth Yacht Club, the other through Sydney's Cruising Yacht Club of Australia.

Bond said he believed the amalgamation would strengthen the Australian challenge no matter when the next Cup series is held.

TRANSITION

**BASEBALL**

PHILADELPHIA — Traded Shane Rowley, pitcher, and an undrafted amateur of center to Minnesota for Tommy Hoffa, second baseman Tom Nunez, catcher, and Eric Blumack, outfielder.

SAN DIEGO — Traded Jimmy Jones and Lance McCullers, pitchers, and Stan Jefferson, outfielder, to the N.Y. Yankees for Jack Clark, first baseman, and Paul Clemens, pitcher.

**BASKETBALL**

National Football Association

PHILADELPHIA — Traded Jeffery Goff, center, and Joe Conwell, offensive tackle, to the Dallas Cowboys for Don Brown, guard, and Steve Watson, tight end.

PORTLAND — Traded Warren Coat and Terry Gould, guards.

**FOOTBALL**

National Football League

PHILADELPHIA — Traded Garry Frazier, center, and Joe Conwell, offensive tackle, to the Dallas Cowboys for Don Brown, guard, and Steve Watson, tight end.

PORTLAND — Traded Warren Coat and Terry Gould, guards.

TENNIS

**PARIS OPEN**

Single

First Round

Joye Swenson, Sweden, def. David Pace, U.S., 6-4, 6-1.

Paul Anicic, U.S., def. Sergio Casal, Spain, 6-0, 6-2.

Aron Krichstein, U.S., def. Darren Cahill, Australia, 7-6 (3), 7-6 (2).

Alishev Hachi (4), Czechoslovakia, def. Richard Rosenberg, U.S., 6-3, 6-4.

Jakob Hlasek, Switzerland, def. Thierry Tulasne, France, 6-4, 7-6 (7-5).

Ray Kinsley, U.S., def. Carl Limberger, Australia, 6-7 (4-7), 6-4, 6-2.

Eric Winogradsky, France, def. Martin Jolla, Argentina, 2-6, 6-2, 7-6 (7-4).

Patrick Mouratoglou, U.S., def. Carl Limberger, Australia, 6-7 (4-7), 6-4, 6-2.

Eric Winogradsky, France, def. Martin Jolla, Argentina, 2-6, 6-2, 7-6 (7-4).

Ronald Agener, Haiti, def. Kevin Curran, U.S., 6-7 (5-7), 6-4, 6-4.

Servicio Restrepo, U.S., def. Jim Pugh, U.S., 6-1, 6-2.

BLANCPAIN

SINCE 1735 THERE HAS NEVER BEEN A QUARTZ BLANCPAIN WATCH. AND THERE NEVER WILL BE.

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OBSERVER

Blue-Suede George

By Russell Baker
NEW YORK — Keeping ahead of the news means never sleeping. That is what this column does: never sleeps. That is why we can bring you up to date on President Bush's White House disaster while other press, television and polling swarms keep repeating last week's news like stuck records.

Last week's news, of course, was Bush's landslide victory in next month's election. All right, you know Bush won. This column also knows you're tired of reading about Bush's tremendous victory next month.

It knows you want to get on with things. Want to get it over with? What's the point of life if you don't get it over with?

This column also knows that you are sick and tired of reading how brilliant the Bush strategy was. Of reading about the team of geniuses who took Bush the White House and turned him into the Bush the Colossus.

Not since the press, television and polling swarms swooned over President Ford's skill at making his own breakfast toast has the public become so disgusted so quickly with fawning news coverage of a new president.

What did it was the Bush family bask at the White House, which ended with the grandchildren falling asleep in the Lincoln bed after the president, urged by Image Master Roger Ailes to do a Lovable Old Granddaddy number on the media, crowned the little ones off to Dreamland with gentle choruses of "Boola Boola."

As President Ford took the fatal step when he pardoned Richard Nixon, so President Bush invited ruin when he appointed a blue-ribbon commission to determine whether Elvis was really dead.

His handlers knew it was a disaster the instant they read it in the papers. "You don't appoint a blue-ribbon commission when you're dealing with Elvis," several image masters said simultaneously. "For Elvis, you appoint a blue-suede commission. With plenty of sequins."

In his memoir, "Bushwhacked by the King," former Vice President Quayle denied that the commission was his idea, as former President Bush asserted in his own memoir.

"One day," wrote Quayle, "the president called me up and said he'd heard I tried every year to read Plato's Republic, and asked if I'd succeeded yet, which I hadn't. 'Why do you ask?' said I. 'Well, he had heard it was a story about politics, and he wondered if Plato had come up with any good ideas we might use to get everybody's mind off the fact that the United States was becoming a wholly owned subsidiary of Japan. That was when Mitsubishi had just acquired Texas and Florida, and everybody was saying we ought to do something, and all the president could do was sound very machin while saying, 'Read my lips.'"

"So I said, had he heard a lot of people thought Elvis was alive, because if he was we could sure get everybody's mind off the Japan thing for several days by having Elvis lead a Joint Session of Congress in the Pledge of Allegiance. The first thing I knew, we had a blue-ribbon commission."

By the middle of February, the honeymoon was over for Bush, and the Japanese acquisition of Chicago, Denver and New Orleans, plus the National Football League, had very little to do with it. It was the blue-ribbon Elvis commission that did the job. Millions who believed Elvis was still alive were angered by evidence that President Bush thought he might be dead.

A firestorm of debate between post-mortem scientists raged in the grocery press. Would a singer brought back from the grave be too depressed by his experience over to sing well again?

If so, why weren't the Japanese doing it? President Bush tried to point out that the commission's job was not to revive Elvis, but only to see if he was alive and hiding somewhere. Poor Bush. As he had discovered while persuading the public that Dukakis did not love the flag, once people get hold of a silly idea, they get angrier and angrier at anybody who tries to dislodge it.

What finished off the Bush presidency was news that Japan had acquired all rights to Elvis Presley, including sole possession of some if he proved to be living.

Now let's get the 1992 campaign under way. And over with.

New York Times Service

Another Tender Story By an Unusual Couple

By Charles Trueheart
Washington Post Service
HANOVER, New Hampshire — Before there was Louise Erdrich, there was Michael Dorris, estimable writers each, there was Milou North. Under that synthetic braid, seven years ago, Erdrich and Dorris collaborated on a series of domestic tales, and a popular British magazine called Woman could not get enough of them.

"I got to the point where on every cover of the magazine they had 'Another Tender Story by Milou North,'" Dorris says. "They're not terribly deep," Dorris says of these stories, "but they're uplifting."

He loves telling this, his wife loves to listen. "It's always about a young woman in stress who resolves her issue affirmatively," he goes on. "Very definitely affirmatively," Erdrich agrees. "Any sort of domestic crisis that came up we would make into 'another tender story,'" he says. "We found a crack in the bathroom wall one day and we couldn't afford to have it fixed, so we wrote 'Michael and Louise join in the refrain.'"

Another Tender Story by Milou North! Sitting down to lunch at a restaurant in Hanover (the village 30 miles down the road, in the hills of Cornish, with their five children), Dorris and Erdrich talk about Milou North with affection, and even some respect. For Erdrich and Dorris, authorship is a dimension of matrimony. They can be married to their muses without risk of infidelity.

Dorris is 43, a chipper fellow with a Wally Cleaver grin and a Ronald Reagan pompadour, out-standing which he is a handsome man. He adopted their three oldest children during the 1970s, when he was a bachelor. Erdrich is 34, dark-eyed and soft-skinned, more wholesome-looking than her jacket photographs suggest. Even before they have unfolded their nuptials, Michael announces that Louise is expecting another baby.

All this, and five books between them too. Erdrich is the better-known

writer. When "Love Medicine," her first novel, was published four years ago, the critics swooned at their delight, and her literary editors lined up to blurp their reports. "The most interesting new American novelist to have appeared in years," observed Philip Roth. When "The Beet Queen" appeared in 1986, Gail Godwin called Erdrich "a sorceress with

about her. "We give each other presents of experience," she says. Dartmouth College gave them the first present, of each other. "There's no place else we would have met," says Dorris, and this is not as peculiar a notion as it may sound. Dartmouth was founded in 1769 "for the education of Indian youth and others," according to the college charter, but somehow by the fall of 1972 others had outnumbered Indians by tens of thousands to exactly 12.

So theirs was a meeting made in penance: Dorris, an anthropologist of part-Moche ancestry, was hired that year to run the new Native American studies department. And Erdrich, whose mother is a member of the Turtle Mountain Band of Chippewa, was in the first wave of Indian students recruited to fulfill the terms of the Dartmouth charter.

The difference in their years mattered then. "I met Michael as a professor," she laughs. "And I didn't have much to do with him. He was in a different world." She graduated, and he stayed in Cornish. She worked as a waitress, worked a flag on a construction crew in North Dakota and wrote textbooks for an educational publishing company. She attended the Johns Hopkins University's graduate writing program in poetry. They wrote letters to each other, a "cagey correspondence" platonic on its surface but full of veiled references, "Louise begins, about 'breaking up with former relationships,'" Michael finishes.

They returned to Hanover on the same day in 1980, "not knowing what to expect," Michael says. They were married in 1981. A further fusion, a merger of their styles and identities, is in the works. Until now — since Milou North was retired — each has had "the final say" (Louise's term) over the books that carry their names. Next they will collaborate on a novel about Christopher Columbus, scheduled to appear in 1992. The discovery of the New World by the Europeans will be celebrated that year, and other

novelists may glom on to the theme. Michael and Louise had the brainstorm for the book, tentatively titled "The Crown of Columbus," as they drove across Saskatchewan three summers ago. "We started talking about it as we left Alberta and when we got to Manitoba we were finished. It took us about a day," Dorris remembers. "That was, in fact, the famous five-page outline that we turned in." The outline is famous for having brought them \$1.5 million from Harper & Row, the winning publisher in a brief but intense round of bidding.

Before they can devote their full attention to "The Crown of Columbus," Michael is finishing "The Broken Cord," his nonfiction book on fetal alcohol syndrome (FAS) — the lasting, crippling damage, to brain and body, that drinking mothers inflict on their unborn.

On one level, the illness has resonance to them because it is a scourge on Indian reservations. But the affliction is by no means particular to American Indians. This new wisdom about abstention from alcohol during pregnancy, they point out, is far from universal. What's more, it is im-

perfectly understood even by the educated few. The one-glass-of-wine-a-day permissiveness of first-time yuppie mothers is still sufficient to cause brain damage in the fetus.

Though Dorris has been researching his book on trips to Indian reservations, he has been facing the illness at home. When he was 22, he adopted a child afflicted with FAS. Abel, now 33, has severe learning dysfunctions. He has seizures. He will always suffer from an inability to think abstractly. Dorris has decided, in midstream, to write the book in the first person.

"The Broken Cord" is one piece of evidence that Dorris and Erdrich feel a responsibility to act politically, to lead their names and voices to support American Indian issues. "I don't know that we feel pressure," Louise says, "except pressure from within to respond to certain things, more than pressure from anyone else."

In this, Michael carefully adds, "There are 300 different tribes and there's no way we should, or could, be spokespeople for all of them. Plus we're mixed-bloods. So it would be presumptuous to pretend to be more than we are. We can only speak for ourselves."



The Michael Dorris/Louise Erdrich marriage-fiction team.

PEOPLE

Kasparov Leading 2-1 In World Chess Series

The Russian world champion, Garry Kasparov, won the third world cup chess tournament in Reykjavik and received a \$20,000 prize. The victory places him in the lead in the six-tournament series with two points ahead of the former Russian world champion, Anatoly Karpov, who did not play. Karpov won the first tournament and Kasparov the second. The next three matches will be held in Spain, the Netherlands and Sweden, ending next year.

The Art Institute of Chicago plans to return an ancient stone carving that Thailand has said was stolen more than 20 years ago from the Phnom Rung temple. The museum says it will return it in exchange for a Thai artifact "of equal artistic merit" to be donated by the Chicago-based Elizabeth F. Cheney Foundation, a philanthropic group. The museum spokeswoman, Virginia Voelckel, said Thai officials had been told of the decision, but she did not think an official response had been received by the institute.

The Sydney Symphony and Dame Joan Sutherland presented a concert for this year's United Nations Day, a celebration that commemorates its birth on Oct. 24, 1945. Since the Sydney Symphony, Australia's oldest musical institution, is now making its first U.S. tour as part of Australia's bicentennial celebrations, it was a name that it should appear at the celebration. Javier Pérez de Cuellar, the UN secretary-general, greeted the audience with a statement of optimism about the world political climate.

The American architect Richard Meyer has been awarded the Royal Institute of British Architects' gold medal for his contribution to world architecture. Meyer, 54, designed the new Getty Museum in California, recently finished a museum project in Frankfurt and has won a bid for the construction of The Hague's new city hall.

Adele Simmons, 47, president of Hampshire College in Amherst, Massachusetts, has been selected to head the MacArthur Foundation, one of the largest philanthropic organizations in the United States.

TODAY'S INTERNATIONAL BUSINESS MESSAGE CENTER. Appears on page 12. ANNOUNCEMENTS: CELEBRATE HALLOWEEN IN PARIS, AT THE KING OPERA, STOP SMOKING, STOP DRINKING, INFERTILE COUPLES, THE WORLD WITH ONE CALL.

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ATTENTION overseas Americans. Write-in Ballot for US elections. For the first time, Americans wishing to vote by absentee ballot in the Federal elections who have not yet received their absentee ballot from their local election officials may obtain special Write-in Ballots at any US consulate.

Vertical advertisements on the right edge of the page, including 'Economic Quarterly', 'Director Sa', 'Marty', and 'Page 13 FOR MORE CLASSIFIEDS'.